

# TRADE NEWS

A SERVICE OF



September 3, 1957

## STARTING DATES FOR FALL SCHEDULE ON NBC-TV

Following are dates of NBC-TV program premieres, special shows and resumption of regular series for September and October:  
(All times EDT)

|          |   |           |                |                                  |
|----------|---|-----------|----------------|----------------------------------|
| Sept. 7  | - | Saturday  | 10:30-11 p.m.  | "Your Hit Parade" (Color)        |
| Sept. 8  | - | Sunday    | 2-5 p.m.       | National Tennis Singles          |
| Sept. 9  | - | Monday    | 8:30-9 p.m.    | "Tales of Wells Fargo"           |
| Sept. 10 | - | Tuesday   | 7:30-8 p.m.    | "The Big Issue" (one time only)  |
| Sept. 12 | - | Thursday  | 7:30-8 p.m.    | "Tic Tac Dough" (Color)          |
| Sept. 13 | - | Friday    | 7:30-8 p.m.    | "Saber of London"                |
| Sept. 13 | - | Friday    | 8:30-9 p.m.    | "Life of Riley" (Fall series)    |
| Sept. 14 | - | Saturday  | 7:30-8 p.m.    | "People Are Funny" (Fall series) |
| Sept. 14 | - | Saturday  | 8-9 p.m.       | "Perry Como Show" (Color)        |
| Sept. 15 | - | Sunday    | 2:30-3 p.m.    | "Wisdom" (First show in color)   |
| Sept. 15 | - | Sunday    | 3:30-4 p.m.    | "Look Here!"                     |
| Sept. 15 | - | Sunday    | 4-5:30 p.m.    | "Wide Wide World"                |
| Sept. 15 | - | Sunday    | 7:30-8 p.m.    | "Sally"                          |
| Sept. 17 | - | Tuesday   | 7:30-8 p.m.    | "Nat 'King' Cole Show"           |
| Sept. 17 | - | Tuesday   | 10-10:30 p.m.  | "The Big Issue" (one time only)  |
| Sept. 18 | - | Wednesday | 7:30-8:30 p.m. | "Wagon Train"                    |

(more)



2 - Starting Dates

|            |           |                 |                                                                          |
|------------|-----------|-----------------|--------------------------------------------------------------------------|
| Sept. 19 - | Thursday  | 10-11 p.m.      | "Texaco Command Appearance" (Color)                                      |
| Sept. 20 - | Friday    | 9-9:30 p.m.     | "M Squad"                                                                |
| Sept. 20 - | Friday    | 9:30-10 p.m.    | "The Thin Man"                                                           |
| Sept. 21 - | Saturday  | 9-9:30 p.m.     | "The Polly Bergen Show"                                                  |
| Sept. 22 - | Sunday    | 4-5 p.m.        | "Maurice Chevalier's Paris" (Color) (repeat)                             |
| Sept. 22 - | Sunday    | 5-5:30 p.m.     | "Navy Men"(Color) (one time only)                                        |
| Sept. 22 - | Sunday    | 6:30-7:30 p.m.  | "My Friend Flicka" (Color)                                               |
| Sept. 22 - | Sunday    | 7-7:30 p.m.     | "Ted Mack's Amateur Hour"                                                |
| Sept. 23 - | Monday    | 7:30-8 p.m.     | "The Price is Right" (Color)                                             |
| Sept. 23 - | Monday    | 8-8:30 p.m.     | "Restless Gun"                                                           |
| Sept. 23 - | Monday    | 9:30-10:30 p.m. | "Eleven Against the Ice" (Color)                                         |
| Sept. 24 - | Tuesday   | 8-9 p.m.        | "The George Gobel Show," starring George Gobel and Eddie Fisher. (Color) |
| Sept. 24 - | Tuesday   | 9:30-10 p.m.    | "The Bob Cummings Show"                                                  |
| Sept. 24 - | Tuesday   | 10-10:30 p.m.   | "The Californians"                                                       |
| Sept. 25 - | Wednesday | 8:30-9 p.m.     | "Father Knows Best" (Fall series)                                        |
| Sept. 25 - | Wednesday | 10-10:30 p.m.   | "This is Your Life" (Fall series)                                        |
| Sept. 26 - | Thursday  | 8-8:30 p.m.     | "You Bet Your Life" (Fall Series)                                        |
| Sept. 26 - | Thursday  | 8:30-9 p.m.     | "Dragnet" (Fall series)                                                  |
| Sept. 26 - | Thursday  | 9:30-10 p.m.    | "The Ford Show"                                                          |
| Sept. 26 - | Thursday  | 10-10:30 p.m.   | "The Lux Show starring Rosemary Clooney" (Color)                         |
| Sept. 26 - | Thursday  | 10:30-11 p.m.   | "The Jane Wyman Show"                                                    |

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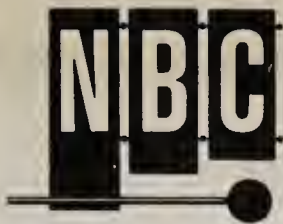
### 3 - Starting Dates

|          |   |           |                |                                                                                    |
|----------|---|-----------|----------------|------------------------------------------------------------------------------------|
| Sept. 28 | - | Saturday  | 9-9:30 p.m.    | "Club Oasis"                                                                       |
| Sept. 28 | - | Saturday  | 9:30-10 p.m.   | "The Gisele MacKenzie Show"                                                        |
| Sept. 30 | - | Monday    | 9:30-10 p.m.   | "Alcoa-Goodyear Anthology"                                                         |
| Sept. 30 | - | Monday    | 10-11 p.m.     | "Suspicion"                                                                        |
| Oct. 1   | - | Tuesday   | 8-9 p.m.       | "The Eddie Fisher Show,"<br>starring Eddie Fisher<br>and George Gobel.<br>(Color)  |
| Oct. 2   | - | Wednesday | 12:45 p.m.     | The World Series (Color)                                                           |
| Oct. 3   | - | Thursday  | 9-9:30 p.m.    | "The People's Choice"<br>(Fall series)                                             |
| Oct. 4   | - | Friday    | 8-8:30 p.m.    | "The Court of Last Resort"                                                         |
| Oct. 5   | - | Saturday  | 10-11 p.m.     | "The Dean Martin Show"<br>(Color)                                                  |
| Oct. 6   | - | Sunday    | 9-10 p.m.      | "The Bob Hope Show"                                                                |
| Oct. 12  | - | Saturday  | 10-10:30 p.m.  | "What's It For?"                                                                   |
| Oct. 13  | - | Sunday    | 6:30-7:30 p.m. | "Pinocchio"                                                                        |
| Oct. 13  | - | Sunday    | 9-10:30 p.m.   | "Standard Oil 75th<br>Anniversary" (Color)                                         |
| Oct. 17  | - | Thursday  | 9:30-11 p.m.   | "Hallmark Hall of Fame"<br>-- "Green Pastures"<br>(Color)                          |
| Oct. 20  | - | Sunday    | 4-5:30 p.m.    | "Omnibus"                                                                          |
| Oct. 20  | - | Sunday    | 9-10 p.m.      | "Dinah Shore's Chevy<br>Show" (Color)                                              |
| Oct. 20  | - | Sunday    | 10-10:30 p.m.  | "The Loretta Young Show"                                                           |
| Oct. 25  | - | Friday    | 9-10 p.m.      | Bell Telephone System<br>Program - "Strange Case<br>of the Cosmic Rays"<br>(Color) |

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NBC-New York, 9/3/57





September 3, 1957

ALEC S. NYARY OF NBC PRESS DEPARTMENT DIES AT 42

Alec S. Nyary, a Column Editor for the NBC Press Department, died Saturday morning, Aug. 31, at the Hospital for Joint Diseases in New York. Mr. Nyary, who was 42, had been ill for three weeks with hepatitis.

Services were held Sunday morning, Sept. 1, at Riverside Memorial Chapel, New York. Burial was in Norwalk, Conn.

As a Column Editor for NBC, Mr. Nyary contacted radio and television editors in New York and across the country, providing them news about the network's programs and stars. He previously was a staff writer for the Press Department and publicized such important programs as "Peter Pan" starring Mary Martin, the "Hallmark Hall of Fame" and "Producers' Showcase."

Mr. Nyary had been with NBC six years. Before that he was a publicity writer for DuMont Broadcasting Corp. and also had done publicity for J. Arthur Rank, United Artists and USO Campshows.

(more)



September 1, 1957

Mr. J. Edgar Hoover, Director, Federal Bureau of Investigation, Washington, D.C.

Dear Mr. Hoover: I am writing you this letter in response to your letter of August 29, 1957, regarding the matter of the "Black Book" of the Communist Party, U.S.A. I am enclosing for you a copy of the "Black Book" of the Communist Party, U.S.A., which was published by the Communist Party, U.S.A., in 1956.

The "Black Book" of the Communist Party, U.S.A., is a book which contains the names of the members of the Communist Party, U.S.A., who are known to be active in the United States. It is a book which is of great interest to the public, and I am enclosing it for you as a reference.

I am enclosing for you a copy of the "Black Book" of the Communist Party, U.S.A., which was published by the Communist Party, U.S.A., in 1956. This book contains the names of the members of the Communist Party, U.S.A., who are known to be active in the United States. It is a book which is of great interest to the public, and I am enclosing it for you as a reference. I am also enclosing for you a copy of the "Black Book" of the Communist Party, U.S.A., which was published by the Communist Party, U.S.A., in 1956. This book contains the names of the members of the Communist Party, U.S.A., who are known to be active in the United States. It is a book which is of great interest to the public, and I am enclosing it for you as a reference.

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(Sincerely)



He was born in Norwalk, Conn., and was graduated from New York University. After graduation he worked for the New School for Social Research in New York. During World War II, he served as an interpreter for the 4th Division in Europe, with the rank of sergeant.

Mr. Nyary lived at 246 East 54th Street, New York. He leaves his mother, Mrs. Bertha Nyary; two sisters, Mrs. Louis Folb and Mrs. I. Peter Gerber, all of Stamford, Conn., and a brother, Arthur Nyary of Norwalk.

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NBC - New York, 9/3/57



CREDITS FOR NBC-TV'S "THE GISELE MacKENZIE SHOW"

TIME: Saturdays, 9:30-10 p.m., NYT.

STARTING DATE: Saturday, Sept. 28, 1957

FORMAT: Musical variety show with guest stars.

STAR: Gisele MacKenzie

PRODUCER-CHIEF WRITER: Charles Isaacs

DIRECTOR: Joe Landis

WRITERS: Hugh Wedlock, Howard Snyder, Billy  
Barnes, Bob Rogers.

MUSICAL DIRECTOR: Axel Stordahl

THEME SONG: "Gisele" by Phil Baker and Sid Silvers.

CHOREOGRAPHER: Jack Regas

COSTUMES: Grady Hunt

UNIT MANAGER: Willard Davis

PRODUCTION BY: J & M Productions

SPONSORS: Eversharp (through Benton & Bowles) and  
Scott Tissue (through J. Walter  
Thompson).

ORIGINATION: NBC Studios, Hollywood.

NBC PRESS REPRESENTATIVES: Joe Bleeden, Hollywood;  
Walter Kempley, New York.

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NBC-New York, 9/3/57





COLORCAST

CREDITS FOR NBC-TV's "TEXACO COMMAND APPEARANCE" SHOW

TIME: Thursday, Sept. 19, 10-11 p.m., EDT  
in color and in black and white.

FORMAT: A salute to the 55-year showbusiness  
career of Ed Wynn with top stars of  
today portraying stars associated with  
highlights of Wynn's career.

CAST: Rod Alexander, Steve Allen, Mimi Benzell,  
Janet Blair, Billie Burke, Jill Corey,  
Alfred Drake, Beatrice Lillie, Bambi  
Linn, Jack Palance, Rudy Vallee, Ed  
Wynn, Keenan Wynn.

PRODUCER: Ezra Stone

ASSOCIATE PRODUCER: Shelley Hull

DIRECTOR: Charles Dubin

MUSICAL DIRECTOR: Lehman Engel

VOCAL ARRANGER: Buster Davis

CHOREOGRAPHER: Rod Alexander

DESIGNER: Trew Hocker

COSTUME DESIGNER: Jerry Boxhorn

ANNOUNCER: Mel Brandt

ORIGINATION: New York and Hollywood.

WRITERS: Charles Gaynor  
Robert Downing

NBC PRESS REPRESENTATIVE: Walter Kempley, New York

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NBC-New York, 9/3/57



LAMONT JOHNSON TO DIRECT ONE-ACT PLAYS IN WEST BERLIN

Lamont Johnson, one of the regular directors of the NBC MATINEE THEATER (NBC-TV, Mondays through Fridays, 3 p.m., EDT) has been granted a leave of absence to direct seven one-act plays at the new Congress Hall in West Berlin, Germany, Sept. 19-24.

This is part of the project of the performing arts committee of the American National Theatre, in association with the Benjamin Franklin Foundation, sponsors of the new building. Gertrude Macy, producer of the plays for ANTA, requested Johnson because of his fine work on "NBC Matinee Theater." Three of the plays are by Thornton Wilder, two of them being presented for the first time. Stars include Lillian Gish, Burgess Meredith, Ethel Waters and Eileen Heckart.

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'MOST BEAUTIFUL VOICE IN AMERICA' TO REPORT ON FAR EAST

Special features on the Far East are currently being prepared by the "Most Beautiful Voice In America," Miss Irma Jean Gaertner, for future broadcast on NBC Radio's MONITOR.

Miss Gaertner, who left last week on an 18-day Magicruise of the Far East via Japan Air Lines, will prepare recordings and interviews during her tour of Japan, Hong Kong, Macau, Bangkok and Java. Miss Gaertner was awarded the trip as one of the prizes for winning NBC Radio's national search for the most beautiful speaking voice.

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NBC-New York, 9/3/57







# NBC COLOR TELEVISION NEWS

NBC-TV'S 1957-58 SEASON IS PREVIEWED IN ALL-STAR COLOR SHOW  
ON LARGEST CLOSED CIRCUIT TELECAST IN TV HISTORY

The largest closed circuit telecast in television history was staged Wednesday, Sept. 4 by the National Broadcasting Company when it presented an hour-long coast-to-coast Fall Program Preview of its upcoming TV shows for the 1957-58 season.

The all-star color show, seen in more than 150 cities, was attended by hundreds of television press writers, station affiliate executives and advertising agency representatives.

"We've never gone into a season with such a restyled program wardrobe," Robert W. Sarnoff, President of NBC, said on the closed circuit. "There will be 21 new nighttime shows, about 55 percent of our entire evening schedule. This year, we've tried for a broader range of viewer interest than ever before. I can't imagine any adult or child in America who won't find much of interest in the NBC regular and special schedule."

Appearing on the closed circuit, in addition to Mr. Sarnoff, were such NBC-TV personalities as Perry Como, Steve Allen, Dinah Shore, Alfred Hitchcock, Eddie Fisher, George Gobel, William Bendix, Robert Young and Tennessee Ernie Ford. Robert E. Kintner, NBC Executive Vice President, Television Programs and Sales, also took part.

(more)



2 - Closed Circuit Telecast

Mr. Kintner pointed out that at least 100 special programs will be broadcast this Fall on NBC-TV.

"These programs will cover a tremendous range of subjects including drama, comedy, opera, science, literature and news-in-depth treatment of outstanding news and sports events," he said. "The number of these special programs represents a 15 per cent increase over last year's programming, and in our opinion the specials cover a broader range of viewer interest than in any previous year."

Mr. Sarnoff said: "The Fall season kicks off this coming week. Our hopes are high. But we also realize that the competition is keener than ever. The viewer has never before had such a wide choice of attractive programming all over the dial. Last season, total viewing of television in the nation increased 13 per cent. Through the types of varied and exciting network programming that you sampled today, I am confident television will earn another national audience increase next season."

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NBC-New York, 9/4/57





CREDITS FOR "THE CHALLENGE OF SPACE" ON NBC-TV'S "WIDE WIDE WORLD"

TIME: Sunday, Sept. 15, 4-5:30 p.m., EDT

SPONSOR: General Motors  
(For entire series)

AGENCY: MacManus, John & Adams, Inc.

EXECUTIVE PRODUCER: Barry Wood

PRODUCER: Herbert Sussan

HOST: Dave Garroway

DIRECTOR: Van Fox

WRITER: Joe Liss

MUSIC COMPOSER AND  
CONDUCTOR: David Broekman

EXECUTIVE STAFF: Arch Robb, Ed Fought, Ed Wilbur

TECHNICAL SUPERVISOR: Cliff Paul

FORMAT: For its season's premiere, "Wide Wide World" will explore the challenge of space from earliest times down to today's new rocket craft and the new breed of men who make and fly them. To tell its story, the program's live cameras will visit closely guarded installations at Santa Susana, Calif., to show test runs of powerful new rocket engines; at Edwards, Calif.; to show experimental rocket planes and their pilots; at Huntsville, Ala., to show giant missiles

(more)



2 - 'Wide Wide World' - Credits

FORMAT:  
(CONT'D)

assembled and fired; at Dayton, Ohio, to watch flyers undergo the conditions they will meet in space; and at Washington, D.C., to preview the launching of the earth satellite. For the Washington origination, Charles Van Doren will be on the scene as narrator and host. The program will introduce, among others, Dr. Wernher von Braun, expert on missiles and space flight; Dr. John P. Hagen, head of the earth satellite project; Scott Crossfield, who will test-fly the top-secret X-15; Capt. Iven Kincheloe Jr., the "highest-flying human"; and Maj. David G. Simons, who recently manned a balloon that rose 100,000 feet above the earth.

NBC PRESS REPRESENTATIVE: Bob Brown, New York.

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NBC-New York, 9/4/57





# NBC COLOR TELEVISION NEWS

September 4, 1957

PERRY COMO WILL START HIS THIRD NBC-TV SEASON SEPT. 14 WITH  
GINGER ROGERS, GEORGE SANDERS AND LOU CARTER AS GUESTS

Perry Como, relaxed after a Summer vacation, will introduce two film stars and a composer-vocalist-comedian-taxi driver when he starts another season as star-singer-host of the full-hour PERRY COMO SHOW Saturday, Sept. 14 (NBC-TV, 8-9 p.m., EDT, in color and black and white). Guest stars Ginger Rogers, George Sanders and Lou Carter will join the Como celebration for the premiere of his third season of the top-rated Saturday night presentations.

The regular cast of the "Perry Como Show" will include familiar figures who have been with Como since he started his Saturday night NBC-TV series. They include conductor and music director Mitchell Ayres, the Ray Charles singers, a dancing group directed by choreographer Louis Da Pron, and Frank Gallop as narrator.

Robert S. Finkel, whose producer-director credits included "The Chevy Show" starring Gisele MacKenzie and the "Dean Martin and Jerry Lewis Show" on NBC-TV, will be producer of the Como series for his second season. Returning for the third year will be the writing staff headed by Goodman Ace with Jay Burton, Mort Green and George Foster, director Gray Lockwood and scenic designer Don Shirley.

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Como, first TV star to be presented from the famed Ziegfeld Theatre in New York after it was converted to an NBC-TV color studio last Fall, again will originate his colorcast shows of songs, comedy, dancing and guest stars there.

"The Perry Como Show" won quick acceptance from viewers and critics alike when it started on NBC-TV in the Fall of 1955. It became the top-rated Saturday night variety show on television within a few weeks after its premiere. Many honors, including a George Foster Peabody Award, have been accorded the star and the series. During the past year alone the program has won a Look Television Award and The Billboard award as "best network comedy-variety-music program" and was voted the "Musical Show of the Year" in Radio-Television Daily's annual poll of television and radio critics.

In addition, Como was voted "Man of the Year" in television in the Radio-Television Daily poll. In March, Como received an "Emmy" award of the "Best Continuing Performance by a Male Personality," marking the second consecutive season he has been honored with an "Emmy."

During the 1957-58 season "The Perry Como Show" will be sponsored, one-third each on alternate weeks, by the American Dairy Association (through Campbell-Mithun, Inc.); Kimberly-Clark Corp., for its Kleenex and other products (through Foote, Cone and Belding, Inc.); Knomark Manufacturing Co., Inc., for its Esquire Shoe Polish (through Emil Mogul Co.); Noxzema Chemical Co. (through Sullivan, Stauffer, Colwell and Bayles, Inc.); Radio Corporation of America and Whirlpool Corp., (through Kenyon and Eckhardt, Inc.), and Sunbeam Corp. (through Perrin-Paus Co.)

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NBC-New York, 9/4/57





# NBC COLOR TELEVISION NEWS

September 4, 1957

CREDITS FOR 'THE PERRY COMO SHOW' COLORCASTS ON NBC-TV

TIME: NBC-TV, Saturdays, 8-9 p.m., EDT, in color  
and black and white (resuming for third  
season Sept. 14, 1957)

STAR: Perry Como

FORMAT: Musical show with songs, comedy and dancing  
and showbusiness headliners as guest stars.

GUEST STARS: For Sept. 14 -- Ginger Rogers, George Sanders  
and Lou Carter, composer-vocalist-comedian-  
taxi driver.

CAST: Mitchell Ayres orchestra, Ray Charles  
singers, Louis Da Pron dancers and Frank  
Gallop.

PRODUCER: Robert S. Finkel

ASSOCIATE PRODUCER: Henry Howard

DIRECTOR: Gray Lockwood

TECHNICAL DIRECTOR: Henry Bomberger

WRITERS: Goodman Ace with Jay Burton, Mort Green and  
George Foster.

MUSIC DIRECTOR: Mitchell Ayres

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2 - Credits for 'The Perry Como Show'

CHOREOGRAPHER: Louis Da Pron

SCENIC DESIGNER: Don Shirley

COSTUMES: Michi

UNIT MANAGER: Vernon Hammer

THEME SONGS: (Opening) "Dream Along With Me" composed by  
Carl Sigman; (Closing) "You Are Never Far  
Away from Me" composed by Robert Allen and  
Allen Roberts. Both published by Roncom  
Music.

SPONSORS AND AGENCIES: (One-third each on alternate weeks) --  
American Dairy Association (Campbell-Mithun,  
Inc.); Kimberly-Clark Corp., for its Kleenex  
and other products (Foote, Cone and Belding,  
Inc.); Knomark Manufacturing Co., for its  
Esquire Shoe Polish (Emil Mogul Co.);  
Noxzema Chemical Co. (Sullivan, Stauffer,  
Colwell and Bayles, Inc.); Radio Corporation  
of America and Whirlpool Corp. (Kenyon and  
Eckhardt, Inc.) and Sunbeam Corp. (Perrin-  
Paus Co.).

ORIGINATION: NBC-TV Ziegfeld Theatre, New York City

NBC PRESS Al Cammann, New York; Jane Westover,

REPRESENTATIVES: Hollywood.

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NBC-New York, 9/4/57





# NBC COLOR TELEVISION NEWS

JULE STYNE NAMED EXECUTIVE PRODUCER FOR SEVERAL FULL-HOUR COLORCASTS OF 'THE EDDIE FISHER SHOW' STARRING EDDIE FISHER AND GEORGE GOBEL

Jule Styne, composer and producer, will serve as the executive producer for a limited number of the new full-hour colorcasts of THE EDDIE FISHER SHOW starring Eddie Fisher and George Gobel (NBC-TV, alternate Tuesdays beginning Oct. 1, 8 to 9 p.m., NYT).

Styne, who will produce "Say Darling" on Broadway in January, will only produce the first four or five of the Fisher shows before leaving the West Coast for New York where he will be working on his own musical production. A well-known composer, Styne has spent the past three years in production on Broadway. His current stage hit is the musical "The Bells Are Ringing" which was sold recently as a motion picture property to Metro-Goldwyn-Mayer.

"The Eddie Fisher Show" starring Eddie Fisher and George Gobel will alternate with "The George Gobel Show" starring George Gobel and Eddie Fisher, which has its premiere colorcast on Tuesday, Sept. 24 on NBC-TV.

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NBC-New York, 9/4/57



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# NBC COLOR TELEVISION NEWS

## BARRY SHEAR TO DIRECT 'THE EDDIE FISHER SHOW'

Barry Shear has been named director of THE EDDIE FISHER SHOW starring Eddie Fisher and George Gobel, new NBC-TV color series, which will be seen on alternate Tuesdays, beginning Oct. 1 (8 to 9 p.m., NYT).

Shear recently directed NBC-TV's "Arthur Murray Dance Party" and last year won a Sylvania Award for comedy direction of "The Ernie Kovacs Show." He was associated with Kovacs for six years and numbers among his television credits "The Xavier Cugat Show" and the Gene Kelly Spectacular.

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NBC-New York, 9/4/57





CREDITS FOR 'M SQUAD' ON NBC-TV

TIME: Fridays, 9-9:30 p.m., NYT.

PREMIERE: Sept. 20, 1957

STAR: Lee Marvin as Detective Lt. Frank Ballinger

CAST: Various

FORMAT: Exploits of the elite M Squad of the Chicag  
Police as they probe every type of crime  
in any division of police work.

EXECUTIVE PRODUCER: Richard Lewis

PRODUCER: John Larkin

CO-PRODUCER: Lee Marvin

COORDINATOR: Jerry Adler

DIRECTORS: Various

WRITERS: Various

EDITORIAL SUPERVISOR: Richard Wray

MUSIC SUPERVISOR: Stanley Wilson

COSTUMES: Vincent Dee

SPONSORS AND AGENCIES: The American Tobacco Co., (through Sullivan  
Stauffer, Colwell and Bayles, Inc.) and  
Hazel Bishop, Inc., (through Raymond  
Spector Co., Inc.) on an alternating  
week basis.

ORIGINATION: Filmed in Hollywood by Revue Productions,  
Inc.

NBC PRESS REPRESENTATIVES: Don Jones, Hollywood,  
Priscilla Campbell, New York.

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COLORCAST

CREDITS FOR NIGHTTIME 'TIC TAC DOUGH' COLORCAST ON NBC-TV

TIME: 7:30 p.m., EDT, Thursdays, starting  
Sept. 12, in color and in black and  
white. (Daytime "Tic Tac Dough" will  
continue, in black and white, on NBC-TV  
at 12 noon, EDT, Monday through Friday.)

PREMIERE: Sept. 12, 1957

EMCEE: Jay Jackson

FORMAT: Contestants play quiz game based on  
familiar game of "Tic Tac Toe." Two  
contestants try to fill three squares  
in a row horizontally, vertically or  
diagonally on "Tic Tac Dough" board.  
To place an "X" or "O" in a box,  
contestant must answer a question in  
the category appearing in the box.  
Outer box questions will be worth \$500.  
Center box, more difficult, will be  
worth \$1,000. Value of game mounts as  
contestants answer questions correctly.  
Winner takes all. Losers, however,  
will receive \$500 for each tie game  
played. Winner may continue to play  
until defeated or quit with money at  
end of any winning game.  
(more)





2 - Credits for 'Tic Tac Dough'

|                           |                                                                                                  |
|---------------------------|--------------------------------------------------------------------------------------------------|
| PRODUCER:                 | Howard Felsher                                                                                   |
| EXECUTIVE PRODUCER:       | Robert Noah                                                                                      |
| DIRECTOR:                 | To be announced.                                                                                 |
| UNIT MANAGER:             | Hugh Branigan                                                                                    |
| SET DESIGNER:             | Ted Cooper                                                                                       |
| MUSIC DIRECTOR:           | Paul Taubman                                                                                     |
| SPONSOR (AND AGENCY):     | Warner-Lambert, Inc., through Lennen and<br>Newell, Inc., alternate weeks, startin.<br>Sept. 12. |
| ORIGINATION:              | Ziegfeld Theater, New York City                                                                  |
| NBC PRESS REPRESENTATIVE: | Joe Mehan (New York)                                                                             |
| THEME SONG:               | "Tic Tac Dough" (original music by Paul<br>Taubman).                                             |

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NBC-New York, 9/4/57





# TRADE NEWS

A SERVICE OF



September 5, 1957

RALPH EDWARDS' "THIS IS YOUR LIFE" TELEVISION SERIES  
STARTS SIXTH SEASON WEDNESDAY, SEPT. 25, ON NBC

Ralph Edwards will open the sixth television season of THIS IS YOUR LIFE on Wednesday, Sept. 25 (NBC-TV, 10 p.m., EDT) when he presents the first of the Fall season's "living biographies." Thirty-nine such programs, telling the stories of celebrities and ordinary citizens who have led worthwhile lives will be presented during the 1957-58 season.

"This Is Your Life" will be sponsored by the Procter and Gamble Company through Compton Advertising, Inc.

In June, 1957, Edwards completed five highly successful years of "This Is Your Life" which is an outgrowth of a feature originally presented on his radio program "Truth Or Consequences." Inaugurated on its own as a radio show in November, 1948, "This Is Your Life" moved to television in October, 1952. During its years as a TV show, the stories of famous folk such as Madame Alexandra Tolstoy, Gloria Swanson, Ted Husing and Dr. Lee DeForest have vied for favor with stories of unknown citizens. Typical of these were the stories of a reformed criminal, a Hungarian "freedom fighter," a country doctor from Ohio, a missionary and a hero from World War II, presented this past season.

(more)



"This Is Your Life," in its five years on TV, has been given a number of outstanding awards, including the President's Award for Employing the Handicapped, the George Washington Medal from the Freedom Foundation and numerous awards from charitable organizations benefited by the program.

Only two direct appeals for charity have ever appeared on the program; one, for education funds for Dr. Lawrence Jones' Piney Woods College, which brought in over \$1,000,000 in endowments and the second an appeal for Dr. Kate Newcomb's community hospital in Wisconsin, which brought in over \$150,000. Mention of worthy causes, for which no direct appeal was made, have brought over \$100,000 to erect a religious cross atop Bald Knob Mountain in Iowa; \$40,000 for the St. Martin de Porres home for indigents in Washington, D.C., and \$50,000 to help pay for plastic surgery for the "Hiroshima maidens," atomic bomb victims.

Last season, thousands of articles of clothing were donated by viewers to children in Korean orphanages, following the show on Col. Dean Hess. Thousands of dollars also were sent to the Hungarian freedom fighters after the program on Thomas Orley.

Other principal subjects benefited through new employment opportunities following their appearances on the show. These include actress Lila Lee, sportscaster Ted Husing and Marine Hero Guy Gabaldon, for whom whole new careers were established.

(more)





3 - 'This Is Your Life'

During the coming season, Edwards hopes to move several of his telecasts to cities throughout the country, in an effort to ease the task of getting principal subjects on the show without their advance knowledge, and to provide variety of settings for the program.

The series will be produced by Axel Gruenberg and directed by Dick Gottlieb. The opening show of the series will originate from NBC's studios in Burbank, Calif.

-----O-----

NBC-New York, 9/5/57





# TRADE NEWS

2 COPIES X-H

A SERVICE OF



September 5, 1957

'THE POLLY BERGEN SHOW' TO START ON NBC-TV  
SEPT. 21 IN ALTERNATE SATURDAY TIME-SPOT

Songstress Polly Bergen will star in her own program, THE POLLY BERGEN SHOW, on NBC-TV beginning Saturday, Sept. 21. The show will be seen from 9-9:30 p.m., NYT. It will alternate Saturdays with the variety show, CLUB OASIS, in that time-spot.

Max Factor and Co. will sponsor "The Polly Bergen Show" through the Doyle Dane Bernbach, Inc., advertising agency.

Polly will sing and act as hostess on the series. Her first program will be designed as a showcase for her many talents. Later, occasional guest stars will visit the program.

Polly was born in Knoxville, Tenn. and moved a great deal with her family, settling finally in Los Angeles. There, she broke into Summer stock, light opera and nightclub work. Next, she appeared with Dean Martin and Jerry Lewis on TV, made four movies with that comic pair -- and was well launched on her way to fame.

An established singing star now, Polly won acclaim for her dramatic ability last Fall in a TV portrayal of the famed Helen Morgan. She has also appeared recently as a guest star on NBC's "Perry Como Show" and other TV programs.

Bill Colleran will produce and direct "The Polly Bergen Show" while Paul Barnes will handle the scenic designs. Both were long associated with NBC-TV's "Your Hit Parade." Luther Henderson Jr. will be the musical conductor on the show.

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# TRADE NEWS

A SERVICE OF



September 5, 1957

'CLUB OASIS'--WITH STARS INCLUDING VAN JOHNSON, KAY STARR,  
JIMMY DURANTE, DEAN MARTIN AND FRANK SINATRA--TO START  
ON NBC-TV SEPT. 28 AS ALTERNATE-WEEK SATURDAY SERIES

Top entertainment stars -- including Van Johnson, Kay Starr, Jimmy Durante, Dean Martin and Frank Sinatra -- will perform in nightclub settings on CLUB OASIS, NBC-TV series starting Saturday, Sept. 28 (9-9:30 p.m., NYT, Saturdays). The star-studded show will alternate with "The Polly Bergen Show" in that time-spot.

Liggett and Myers Tobacco Co., makers of Oasis Cigarettes, will sponsor "Club Oasis" through the McCann-Erickson, Inc., agency.

Van Johnson has been chosen to star in the opening "Club Oasis" show, heading a half-hour of variety nightclub-style entertainment.

On succeeding programs, these big showbusiness names will be featured:

Kay Starr -- Saturday, Oct. 12

Jimmy Durante -- Saturday, Oct. 26

Dean Martin -- Saturday, Nov. 9

Frank Sinatra -- Saturday, Nov. 23

Distinctive backgrounds for the individual stars will convey the atmosphere of the night spots in the shows.

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# NBC COLOR TELEVISION NEWS

September 5, 1957

TRUE STORY OF 'ELEVEN AGAINST THE ICE' TO BE COLORCAST

- - - -

Program Filmed in Antarctic Shows How an Army-Navy  
Trail Party Set Up Base for U.S. Scientists

The true and dramatic story of an Army-Navy trail party fighting its way through 644 miles of unexplored Antarctic territory -- deadly, treacherous snow-desert dotted with bottomless pits known as crevasses -- will be telecast by NBC Monday, Sept. 23 (9:30-10:30 p.m., EDT), in color and in black and white.

Timken Roller Bearings will be the sponsor.

The program, titled ELEVEN AGAINST THE ICE, was filmed and reported in the Antarctic for NBC by Bill Hartigan and Pat Trese, respectively. James E. "Tex" Gardiner, Navy Construction Driver First Class, who saw it all, narrates this story of the 11 men who set out from Little America to establish an Antarctic base for U.S. scientists taking part in the International Geophysical Year.

Robert Emmett Ginna produced the program, which is one of a varied group of new public interest shows being developed by Henry Salomon, Director of Special Projects for the NBC Television Network. Trese and Ginna wrote the script. Sidney Katz was the film editor.

(more)





Kenyon Hopkins, composer of the music for "Twelve Angry Men," "The Strange One" and other motion pictures, wrote and conducted the orchestral score. The score, which marks Hopkins' TV bow as a composer, stems thematically from an original ballad. Jimmy Simmons, a young folk singer making his debut in TV, sings the song, "Ballad of the Cowboy-Sailor," on the soundtrack. Gardiner on one occasion supplements his narration with his guitar.

In a brief prologue Major Merle B. Dawson, Army Transportation Corps, who lead 11-man Task Unit 43.1112, says: "Our mission was to explore and map out a safe trail across 500 miles of ice -- as the crow flies -- to an assigned point in uncharted territory. We would make our way from Little America V across the Ross Ice Shelf to a point on the chart where latitude 80 degrees South crosses longitude 120 degrees West.

"In 1955 one team had tried this and failed, beaten by the impassable crevasses they encountered in the vast shifting sheet of ice that covers the continent. Only if we succeeded could a tractor train follow us across the crevasse field, hauling the tons of material to effect a scientific station at our destination."

Gardiner, the narrator who tells the story the way he saw it, had been with the first group to try the trail and he had seen his buddy die when one of the tractors plunged into a hidden crevasse. "The worst thing about a crevasse," he says in the script, "is you can't tell how wide or how deep it is. Sometimes, if a snow bridge has formed over it, you can't even tell where it is. And there's only one way to find out. You get out and probe....

(more)





### 3 - 'Eleven Against The Ice'

"Driving a 'dozer through Crevasse Alley, the way we found it, would be as safe as driving a heavy vehicle across the glass roof of Pennsylvania Station. So we had to get down to a firm foundation. The way we worked was just about the way a dentist works on a tooth. First we found the cavity, then we cleaned it all out and, when the cavity was fully exposed, we filled it up. Of course, we were a little rougher. We used dynamite and bulldozers."

A career serviceman, Gardiner is 28, married, and has three children. He was born in El Paso, Tex., and was raised in Radium Springs, N.M. His wife and family now live in Yorktown, R.I., near the Seabee base at Davisville.

The 11 men-against-the-ice who blazed the Antarctic Turnpike and saw a place no man had ever seen before were Major Merle Dawson, Major Palle Morgensen, Lieutenant Phil Smith, Sergeant Jim Fields, Sergeant Norman Coleman, Sergeant Al Krigsvold, Radioman Bill Kraut, Electronics Technician Bob Anderson, Construction Mechanic Chuck Wedemeyer, Driver Alvah Edwards and Driver James E. Gardiner.

Successful completion of their mission took just a little over six weeks.

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NBC-New York, 9/5/57





# NBC COLOR TELEVISION NEWS

'THE GEORGE GOBEL SHOW' STARRING GEORGE GOBEL AND EDDIE FISHER  
STARTS ITS NBC COLORCASTS TUESDAY, SEPT. 24; JEFF DONNELL,  
SHIRLEY HARMER AND JOHNNIE MANN SINGERS ON PREMIERE

George Gobel will employ a "magic chart" to introduce his stellar guests on the premiere colorcast of THE GEORGE GOBEL SHOW starring George Gobel and Eddie Fisher (NBC-TV, 8 p.m., EDT, alternate Tuesdays, beginning Sept. 24). He will consult his chart to call upon the singing services of Eddie Fisher and of guests Jeff Donnell (who will be seen again this season as Alice), Canadian singer Shirley Harmer and the Johnnie Mann singers.

Gobel's "newly sylph-like" musical director, John Scott Trotter, will be on hand with his orchestra to back the guests in their musical selections.

Gobel will sing and dance more on his new show than he has in the past, but will continue to employ the monologue which has long been his comic trademark. His role in the hour-long colorcast will be integrated, rather than to have him serve as a conventional master of ceremonies. The program will originate from the NBC Color Studios in Burbank, Calif.

(more)







2 - 'The George Gobel Show'

On alternating Tuesdays, beginning Oct. 1, in the 8-9 p.m., time spot NBC-TV will present THE EDDIE FISHER SHOW starring Eddie Fisher and George Gobel. Sponsors for both color series will be the Liggett and Myers Tobacco Company, the Whirlpool Corporation and the Radio Corporation of America. McCann-Erickson, Inc. is the agency for Liggett and Myers and Kenyon and Eckhardt, Inc. is the agency for the Whirlpool Corporation and the Radio Corporation of America.

"The George Gobel Show" starring George Gobel and Eddie Fisher" will be produced and directed by Alan Handley.

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NBC-New York, 9/5/57





# TRADE NEWS

A SERVICE OF



September 5, 1957

'THE LIFE OF RILEY' RESUMES FRIDAY, SEPT. 13--WITH RILEY  
STARTING ALMOST DISASTROUS 'GOSSIP'

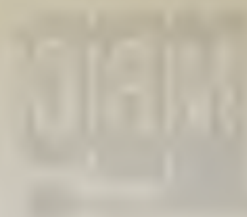
William Bendix -- as Chester A. Riley, the burly, bumbling but well-meaning riveter -- begins his sixth season on television Friday, Sept. 13 (8:30-9 p.m., EDT), when THE LIFE OF RILEY starts its new Fall series.

On the season's opening episode, titled "Gossip," Riley innocently starts a rumor which spreads like wildfire and almost breaks up the marriages of his best friend Gillis (Tom D'Andrea) and his foreman. When Riley gives his son Junior (Wesley Morgan) a "for instance" to show how gossip starts, his remark is overheard and spreads throughout the neighborhood.

Bendix, who first played the role on NBC Radio in 1946, continues as Riley, the happy character with a talent for consistently making chaos out of order.

Marjorie Reynolds is featured as Riley's patient wife Peg, the stabilizing factor in this typical, small-town American family. Eugene Sanders is cast as Babs, the Rileys' daughter; and Gloria Blondell as Honeybee, Gillis' wife.

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2 - 'The Life of Riley'

"The Life of Riley" is produced by Tom McKnight, with alternating directors. Chief writers for the series are Dick Conway and Roland MacLane.

The program is sponsored by Lever Bros., Co. The agency is Batten, Barton, Durstine and Osborn, Inc.

"The Life of Riley" is produced on film for NBC through the facilities of California National Studios, Hollywood, Calif.

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NBC-New York, 9/5/57





CREDITS FOR 'THE LIFE OF RILEY' ON NBC-TV

PROGRAM: THE LIFE OF RILEY

TIME: Fridays, 8:30-9 p.m., EDT. (Starting fifth year, Sept. 13, 1957.)

FORMAT: Family situation comedy revolving around Chester A. Riley, "a hard guy with a soft heart," who has a genius for consistently making chaos out of order. His antics are set against the background of a typical, small-town American family.

STAR: William Bendix as Chester A. Riley.

CAST: Marjorie Reynolds as Peggy Riley, his wife; Tom D'Andrea as Gillis, Riley's close friend; Lugene Sanders as Babs, the Rileys' daughter; Wesley Morgan as Junior, their son; Gloria Blondell as Honeybee, Gillis' wife.

THEME SONG: "The Life of Riley" by Alfred Goodman.

PRODUCER: Tom McKnight

DIRECTORS: Various

WRITERS: Dick Conway, Roland MacLane, with others occasionally alternating.

SPONSOR: Lever Bros. Co.

ADVERTISING AGENCY: Batten, Barton, Durstine & Osborn, Inc.

ORIGINATION: Produced on film for NBC through the facilities of California National Studios in Hollywood, Calif.

NBC PRESS REPRESENTATIVE: Bob Bowen, NBC Press, Hollywood, Calif.

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# TRADE NEWS

A SERVICE OF



September 5, 1957

NEW TELECASTS JOIN OLD FAVORITES TO CREATE SUNDAY AFTERNOON FALL SCHEDULE OF BROADLY VARYING ENTERTAINMENT AND INFORMATION ON NBC

Three new regular programs will highlight NBC's Sunday day-time schedule this Fall -- and a roster of old favorites will return to create afternoons of broadly varying entertainment and information.

OMNIBUS, one of the medium's most distinguished offerings, is one newcomer and will, in itself, provide items of interest for almost everyone. Known as "the surprise package of TV," the award-winning program will provide drama, comedy, biography, history, dance and music. "Omnibus" opens Oct. 20.

Another new arrival is LOOK HERE! featuring Martin Agronsky. This program, which begins Sept. 15, will present live interviews from significant locales characterizing the individual. Interviewer Agronsky and cameras will go -- for example -- to offices, homes, ball parks, and military installations to provide "interviews with a point of view."

The WISDOM series is the third new regular program. Previously seen intermittently, it will now appear every Sunday with great contemporary thinkers and doers and will open Sept. 15, with a color film on Pablo Picasso, the noted painter. On the following Sunday, Sept. 22, Israeli Prime Minister David Ben-Gurion will be the

(more)







## 2 - Sunday Daytime Schedule

featured figure and later on, the program will present composer Igor Stravinsky and American dance exponents Ruth St. Denis and Ted Shawn.

WIDE WIDE WORLD, which pioneered the roving-live technique of telecasting, returns on Sept. 15 with a new emphasis on creativity and developing subjects in depth. The program will explore many topics; two examples are interstellar space and the problems of teen-agers.

OUTLOOK, the background-to-the-news program, will devote itself, both live and on film, to intriguing off-beat features on interesting persons and places. Chet Huntley is the editor-commentator.

YOUTH WANTS TO KNOW continues its unrehearsed discussion format, with teenagers questioning headline personalities.

FRONTIERS OF FAITH (periodically known as THE CATHOLIC HOUR) will return at a new time (1:30 p.m., NYT) and will present drama, discussions, music and devotional services. This outstanding religious program is presented on a rotating basis by the National Council of Churches and other Protestant groups, the Jewish Theological Seminary of America, and (when known as "The Catholic Hour,") by the National Council of Catholic Men.

In WATCH MR. WIZARD, Don Herbert uses kitchen utensils and other everyday articles to demonstrate scientific procedure to young people.

Following is the Fall Sunday afternoon schedule: (all times NYT):

1:00 P.M.

WATCH MR. WIZARD (starting Sept. 8.)

(more)



3 - Sunday Daytime Schedule

|           |                                                                                               |
|-----------|-----------------------------------------------------------------------------------------------|
| 1:30 P.M. | FRONTIERS OF FAITH/THE CATHOLIC HOUR<br>(starting Sept. 8.)                                   |
| 2:00 P.M. | NO NETWORK SERVICE                                                                            |
| 2:30 P.M. | THE WISDOM SERIES (starting Sept. 15.)                                                        |
| 3:00 P.M. | YOUTH WANTS TO KNOW<br>(starting Sept. 15.)                                                   |
| 3:30 P.M. | LOOK HERE! (starting Sept. 15.)                                                               |
| 4:00 P.M. | WIDE WIDE WORLD/OMNIBUS -- "Wide<br>Wide World" starts Sept. 15.<br>"Omnibus" starts Oct. 20. |
| 5:30 P.M. | OUTLOOK, continuing.                                                                          |

Throughout the 1957-1958 season, several of the programs listed above will be pre-empted for the presentation of NBC-TV "specials." Among these will be the Television Opera series and some of the country's outstanding sports classics.

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NBC-New York, 9/5/57





# TRADE NEWS

A SERVICE OF



September 6, 1957

ALFRED HITCHCOCK'S PRODUCTION OF CORNELL WOOLRICH'S "FOUR O'CLOCK" TO OPEN NBC'S NEW FULL-HOUR MONDAY "SUSPICION" SERIES ON SEPT. 30 -- E.G. MARSHALL AND NANCY KELLY STARRED IN PREMIERE MELODRAMA

"Four O'Clock," a melodrama produced and directed by Alfred Hitchcock and starring E.G. Marshall and Nancy Kelly, has been selected as the premiere full-hour teleplay on SUSPICION, new NBC-TV series starting Monday, Sept. 30 (10-11 p.m., NYT).

Dennis O'Keefe is host of the series for which many of the world's outstanding psychological suspense stories are being adapted.

The Ford Division of the Ford Motor Company and Philip Morris Cigarettes are sponsors of "Suspicion." J. Walter Thompson Company is the advertising agency for Ford and N.W. Ayer and Son, Inc., is the agency representing Philip Morris.

Cornell Woolrich wrote "Four O'Clock." It was adapted for the filmed dramatization on "Suspicion" by Francis Cockrell. Cornell Woolrich is another pen name for William Irish who wrote Mr. Hitchcock's film classic "Rear Window."

"Four O'Clock" is a chilling story of a man of intense feelings who suspects his beautiful young wife of infidelity. He seeks revenge by planting a bomb in the cellar of their home set to

(more)





Department of Education

REPORT OF THE COMMISSIONER OF THE DEPARTMENT OF EDUCATION  
FOR THE YEAR 1900

ALBANY: J. B. LIPPINCOTT COMPANY, 1901.

PRINTED BY THE ALBANY PRINTING COMPANY, ALBANY, N. Y.

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APRIL 1, 1901.

ALBANY: J. B. LIPPINCOTT COMPANY, 1901.

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APRIL 1, 1901.

ALBANY: J. B. LIPPINCOTT COMPANY, 1901.

go off at four o'clock. Because of certain unpredictable and unusual circumstances the husband discovers that he might be the victim of his own trap.

Three separate units will produce 22 live and 20 film shows for the "Suspicion" series. Alfred Hitchcock is the senior producer-director for 10 of the 20 filmed stories. The remaining 10 will be done by Revue Productions with Alan Miller as executive producer. Twenty-two "live" dramas will be produced in New York with the staff headed by S. Mark Smith as executive producer and Mort Abrahams as producer.

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NBC-New York, 9/6/57





# TRADE NEWS

A SERVICE OF



September 6, 1957

ANDY DEVINE STARS IN "ANDY'S GANG," NBC-TV

SATURDAY MORNING SERIES BEGINNING NOV. 23

When gravel-voiced comedian Andy Devine comes to NBC-TV Saturday, Nov. 23 (10:30-11 a.m., NYT), in the film series ANDY'S GANG, he'll have such intriguing companions as Froggy the Gremlin, Midnight the Cat and Squeekie the Hamster.

Minnesota Mining and Manufacturing Co., will sponsor the show on alternate weeks, beginning Nov. 30. The agency is Batten, Barton, Durstine, and Osborn, Inc.

During the course of the weekly half-hour program, Midnight and Squeekie will put on a song-and-dance routine and Froggy will go through his comedy antics. A filmed adventure of jungle action in India will also be a part of the program. Andy, naturally will add his personal touch to the fun.

The Indian jungle pictures, incidentally, were shot especially in that country for the program. They will show Bengal tigers, elephants, panthers and the great one-horned Indian rhinoceros, among other animals.

Each of the "Andy's Gang" filmed programs will be divided into three parts. The first will be Andy's story, telling about some adventure in the Indian jungles. The second will be Andy's antics

(more)



1964

AND THE NATIONAL BUREAU OF STANDARDS  
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The National Bureau of Standards is a Federal agency that provides the scientific and technical basis for the Nation's measurements. It is the only Federal agency that is responsible for the maintenance and improvement of the Nation's standards of measurement.

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2 - "Andy's Gang"

with Midnight and Squeekie. And the third will be Andy's routine with Froggy.

Andy, host of the program, is well known to millions of Americans through his long career in movies, radio and television. Originally a romantic lead in the early 1930's, Andy turned to comedy when talking movies and his broadening waistline forced this step. He's been doing it ever since -- with fabulous success.

"Andy's Gang" is written, produced and directed by Frank Ferrin.

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NBC-New York, 9/6/57



# NBC RADIO NETWORK NEWS

September 6, 1957

## JERRY LEWIS ADDED TO STELLAR LIST OF PERFORMERS SIGNED FOR NBC RADIO'S "STARDUST" PLAN

With the signing of Jerry Lewis, another famed showbusiness personality has been added to NBC Radio's STARDUST plan, it was announced today by Jerry A. Danzig, Vice President of NBC Radio Network Programs.

The "Stardust" plan involves the dispersion of short segments by famous stars throughout the NBC Radio schedule. Among the stars who have already been signed by the network are George Gobel, Fibber McGee and Molly, and Bob and Ray. Each of them tapes a series of five-minute segments weekly for "Monitor," "Nightline" and "NBC Bandstand."

Both Jerry Lewis and George Gobel are also stars of NBC-TV colorcasts during the Fall-Winter season.

NBC Radio is currently negotiating with a number of other personalities to expand the "Stardust" roster, Mr. Danzig said.







# NBC COLOR TELEVISION NEWS

## NBC COLOR TELECAST SCHEDULE

Sept. 15-21 (All Times EDT)

### Sunday, Sept. 15

2:30-3 p.m. -- WISDOM SERIES -- Pablo Picasso, 75-year-old Spanish painter and sculptor, is the subject of a filmed visit in the South of France, showing the artist at work.

9-10 p.m. -- GOODYEAR PLAYHOUSE -- "15 October 1864," by Louis Pelletier.

### Monday, Sept. 16

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Emma."

7:30-8 p.m. -- "THE ADVENTURES OF SIR LANCELOT" -- Starring William Russell. (Film repeat).

9:30-10 p.m. -- THE ARTHUR MURRAY PARTY -- Starring Kathryn Murray. Tonight's guests are Jerry Lewis, Tallulah Bankhead, Beatrice Lillie, June Havoc, Jose Iturbi, Helen Hayes, Bil and Cora Baird.

### Tuesday, Sept. 17

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "The Personal Equation."

### Wednesday, Sept. 18

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Night Cry."

(more)





2 - NBC Color Telecast Schedule

Wednesday, Sept. 18 (Cont'd)

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "The Killer Instinct," by  
Cy Chermak, starring Peggy Ann Garner and Rip Torn.

Thursday, Sept. 19

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Mysterious Disappearance."

7:30-8 p.m. -- TIC TAC DOUGH -- With emcee Jay Jackson.

10-11 p.m. -- TEXACO COMMAND APPEARANCE -- Modern-day stars will  
recreate highlights of the 55-year showbusiness career of Ed  
Wynn; with Keenan Wynn, Jane Froman, Beatrice Lillie, Mimi  
Benzell, Jill Corey, Rod Alexander and Bambi Linn, Steve Allen,  
Janet Blair, Billie Burke, Alfred Drake, Jack Palance and Rudy  
Vallee.

Friday, Sept. 20

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "The Impersonal Touch."

Saturday, Sept. 21

8-9 p.m. -- THE PERRY COMO SHOW.

10:30-11 p.m. -- YOUR HIT PARADE -- With vocalists Jill Corey,  
Virginia Gibson, Tommy Leonetti and Alan Copeland.

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NBC-New York, 9/6/57





# NBC COLOR TELEVISION NEWS

September 6, 1957

## COLORCAST OF 'ANNIE GET YOUR GUN' TO MARK SECOND MAJOR HALLIDAY-LESTER TV PRODUCTION

"Annie Get Your Gun" will be the second major television production bearing the names of Richard Halliday as executive producer in association with Edwin Lester as producer. It will be colorcast on NBC-TV on Thanksgiving Eve, Wednesday, Nov. 27 (8:30 to 10:30 p.m., NYT) with Mary Martin and John Raitt as the stars.

The first Halliday-Lester TV production was "Peter Pan," also starring Mary Martin, Mr. Halliday's wife. It attracted the largest audience ever to witness a television show.

Halliday is noted as one of the most astute managers in showbusiness, with a background as a successful writer and editor. Before entering the theatrical world he was story editor for the New York World-Telegram and Sun and story editor and movie critic for the New York Daily News. He was a writer and editor for United Press, contact editor for Liberty magazine and editor of G.P. Putnam's publishing house.

Halliday went to Hollywood as story editor for Paramount, where he first met Miss Martin. The Hallidays have a daughter, Heller, who gave a captivating performance as Liza in "Peter Pan."

(more)





2 - 'Annie Get Your Gun'

"Annie Get Your Gun" will be the third big-scale TV production with Edwin Lester as producer. "Peter Pan" was the most outstanding. The other was "Rosalinda," which starred Cyril Ritchard and Jean Fenn.

Lester is the organizer and general director of the Los Angeles and San Francisco Civic Light Opera Association, a two-city theatrical producing enterprise presently celebrating its 20th busy year. It has grown from a brief six-week season in 1938 with a \$128,000 gross to this year's 47-week season and gross of \$3,250,000. During these years Lester has presented top-ranking stars of opera, stage, screen and TV and utilized the talents of leading directors, choreographers and designers of costumes and scenery. Lester has produced many shows, in California, including "Kismet," "Song of Norway," "The Red Mill," "Magdalena," "Gypsy Lady," "Fanny," "My Fair Lady," "South Pacific," "Peter Pan," and "Annie Get Your Gun."

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NBC-New York, 9/6/57



AUDIENCE PRE-TEST AND CRITICS' ADVANCE SCREENING OF "WAGON TRAIN"  
INDICATE WIDE APPEAL FOR FULL-HOUR WEDNESDAY NIGHT NBC DRAMAS

Even before WAGON TRAIN starts rolling with its premiere drama, "The Willy Moran Story," Wednesday, Sept. 18 (NBC-TV, 7:30-8:30 p.m., EDT), an exciting and successful journey is predicted for it.

The results of a recent Schwerin program test showed it to be the highest-scoring program tested in the Western category. Two leading Western series on competing networks received lower scores when they were tested. Men and women like the show equally, the test indicated. Also it received an even higher score among those people being tested who saw two of the highest rated shows on television the previous week.

The response of television critics who saw an advance screening of "Wagon Train" was another indication of the appeal carried by the full-hour "Wagon Train."

The critics greeted it with reactions such as: "Wagon Train" still sounds to me like one of the most likely hits of the coming season." .... "It's a natural for both kids and adults." .... "I think NBC has a solid winner and a show which will appeal to the entire family at an hour -- 7:30 p.m. -- when the entire family can watch it."

(more)



2 - 'Wagon Train'

The "Wagon Train" format will feature guest stars each week along with the regulars, Ward Bond as Wagonmaster and Robert Horton as a Frontier Scout. The dramatizations will afford a visual and exciting diary of the Westward trek of a band of pioneers in the period immediately after the Civil War.

Academy Award winner Ernest Borgnine and Marjorie Lord will be the stars of the premiere play, "The Willy Moran Story." Borgnine is cast as a drunken ex-prize fighter who joins the Wagon Train and battles, with the aid of Miss Lord, to regain his self-respect.

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NBC-New York, 9/6/57





NBC TRADE NEWS

NEW, SIMPLIFIED RATE CARD ISSUED FOR NBC RADIO NETWORK

FOR RELEASE AT 9 A.M., MONDAY, SEPT. 9

Distribution of a new, simplified rate card for the NBC Radio Network was announced today by Matthew J. Culligan, Vice President in Charge of the NBC Radio Network.

A single rate for network participations will apply day and night throughout the entire week. For program periods, a separate two-class rate will apply, with charges after 8 p.m., Monday through Friday, lower than at other time periods.

"NBC Radio's rate card, based on the current realities of network radio, is now the simplest in the entire broadcasting industry," Mr. Culligan said. "Its structure makes the purchase of programs very attractive by means of a flexible contiguity and discount policy."

Participating sponsors will receive discounts based on weekly and annual dollar volume, a plan which will be advantageous to seasonal advertisers as well as year-round sponsors.

The new rate card goes into effect Oct. 1, but current advertisers or those whose campaigns start before that date are guaranteed six-month rate protection.

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# TRADE NEWS

A SERVICE OF



September 9, 1957

## SIX ADVERTISERS ALREADY SIGNED TO SPONSOR NBC-TV'S "NAT 'KING' COLE SHOW" ON A COOPERATIVE BASIS

Six advertisers have already signed to sponsor NBC-TV's NAT 'KING' COLE SHOW on a cooperative basis when the program begins the new Fall season in the Tuesday evening 7:30-8 p.m., NYT, period starting Sept. 17, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The list of advertisers and stations on which they will present the show include: Gallo Wines and the Colgate-Palmolive Co., KRCA-TV, Hollywood; Italian Swiss Colony, KRON-TV, San Francisco; Gunther Brewing Co., WRC-TV, Washington, D.C.; Pittsburgh Wine, WIIC, Pittsburgh, Pa.; and Rheingold Beer, WRCA-TV, New York, and WNBC, Hartford-New Britain, Conn.

Mr. Goodheart said that additional orders from other major advertisers in other leading markets for the nationally televised program, are expected shortly.

"The Nat 'King' Cole Show," has received outstanding critic acclaim and has almost doubled its rating since its expansion from a 15-minute program to a half-hour show on July 2.

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# TRADE NEWS

A SERVICE OF



September 9, 1957

'OMNIBUS' TO START NEW SEASON SUNDAY, OCT. 20 ON NBC-TV  
WITH NEW SHOWS, TOP NAMES AND NOVEL THEMES

OMNIBUS returns to the air on NBC-TV this Fall with a kaleidoscope of new shows, ranging from original treatments of the "Life of Samuel Johnson" and "Hansel and Gretel" to features on the traffic problem and women in America, a history of the bathtub with Bert Lahr, and a new musical based on a classic novel.

"Omnibus" also will present a series of musical features starring Leonard Bernstein and a series on the law with Joseph N. Welch. In addition, the program is negotiating with Sir Laurence Olivier for his appearance in an original presentation which would mark his first "live" performance on American television.

The prize-winning 90-minute program will start its sixth consecutive year on television Sunday, Oct. 20 (4-5:30 p.m., EDT). The series, which will alternate in its time period with "Wide Wide World," is produced by Robert Saudek Associates and features Alistair Cooke as master of ceremonies.

Among the features to be presented during the coming season are:

(more)



A 90-minute original treatment of James Boswell's "Life of Samuel Johnson" with the noted English actor, Emlyn Williams, starring as the Scottish biographer. Williams, who appeared here several seasons ago in an impersonation of Charles Dickens, also will be seen on Broadway this Fall with his one-man show based on the works of the late poet Dylan Thomas. The adaptation of Boswell's biography will be written for "Omnibus" by James Lee, who wrote the off-Broadway hit play, "Career," now being made into a motion picture.

A look down through the years at the development and use of the bathtub. Conducting this historical tour will be actor-comedian Bert Lahr, who starred in several "Omnibus" features last season, including the widely-acclaimed "Golden Age of Burlesque."

Several features starring Leonard Bernstein, who has demonstrated his talents as composer, conductor, pianist and television entertainer in a number of "Omnibus" appearances over the past five years. Bernstein will soon be represented again on Broadway by the "West Side Story," for which he has created the music.

A multi-part feature on the mysteries of legal proceedings. Conducting this excursion will be Joseph N. Welch, whose earlier "Omnibus" contributions have included "The Constitution" and "The Trial of Lizzie Borden."

A novel treatment of "Hansel and Gretel," to be produced exclusively for "Omnibus" by the Metropolitan Opera Association. This will be the first of the operas to be

(more)





produced on the program under a special arrangement with the association. Under a similar arrangement, "Omnibus" in 1952 presented "Die Fledermaus" and "La Boheme" as the first operas especially produced for television.

A feature exploring the snowballing complexities of the traffic problem as it affects pedestrians, motorists, business and law enforcement authorities. The feature will be presented in cooperation with the New York Police Department.

Among other plans for the season, "Omnibus" is negotiating with Sir Laurence Olivier for a starring role in an original presentation, is preparing a feature on the role of women in American life, and will convert a classic novel into a musical starring top Broadway and Hollywood talent.

"Omnibus," will be sponsored by Aluminium, Limited and the Union Carbide Company, through their respective advertising agencies, the J. Walter Thompson Company and J.M. Mathes, Inc.

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NBC-New York, 9/9/57







# TELEVISION NEWS

A SERVICE OF



September 9, 1957

MORE TOP STARS JOIN ROSTER OF "STEVE ALLEN SHOW"

PREVIEWING NBC-TV'S FALL-WINTER SEASON

Rosemary Clooney, Ralph Edwards, Eddie Fisher, Tennessee Ernie Ford and Jane Wyman have joined the all-star cast of THE STEVE ALLEN SHOW Sunday, Sept. 22 (NBC-TV, 8-9 p.m., EDT).

The special show, originating from Hollywood, will be a live network preview of the NBC-TV 1957-58 Fall lineup. Other guests already announced are Ward Bond, Bob Cummings, George Gobel, Phyllis Kirk, Peter Lawford, Gisele MacKenzie, Dennis O'Keefe, John Payne and Dinah Shore.

Even though the guest list is one of the largest in the history of one-hour shows, each star will have an active part in "The Steve Allen Show" routine.

The show was moved to California to accommodate the large star list. It will originate from Hollywood for this one Sunday only.

The new guest stars, their upcoming NBC-TV shows and the premiere dates are: Rosemary Clooney ("The Lux Show Starring Rosemary Clooney," Sept. 26), Ralph Edwards ("This Is Your Life," Sept. 25), Eddie Fisher ("The Eddie Fisher Show," Starring Eddie Fisher and George Gobel, Oct. 1), Tennessee Ernie Ford ("The Ford Show," Sept. 26) and Jane Wyman ("The Jane Wyman Show," Sept. 26).

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January 1, 1963

THE BOARD OF DIRECTORS OF THE COMPANY

PROPOSED NEW YORK STOCK EXCHANGE LISTING

Respectfully, I am writing to you regarding the proposed

listing of the Company on the New York Stock Exchange.

The Company has been operating since 1958 and has

been successful in its operations.

The Company has a strong financial position and

is well positioned for future growth.

I am confident that the Company will continue to

grow and prosper.

I am sure that the Board will approve the

listing of the Company on the New York Stock Exchange.

Sincerely,  
[Signature]

The Board of Directors of the Company

has approved the listing of the Company on the New York Stock Exchange.

The Company has a strong financial position and

is well positioned for future growth.

I am confident that the Company will continue to

grow and prosper.

I am sure that the Board will approve the

listing of the Company on the New York Stock Exchange.

4 ADVERTISERS SIGN FOR NEW PARTICIPATION SCHEDULES ON 'TODAY'

Four advertisers have ordered new participation schedules on NBC-TV's TODAY show during the past two weeks, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The advertisers who have signed for a total of 36 participations on "Today," and their agencies are:

The Bridgeport Brass Company, for its Copperware cooking utensils, through J.M. Mathes, Inc., has ordered 17 participations to be scheduled between Oct. 7 and Dec. 13.

The California Prune Advisory Board, through Botsford, Constantine and Gardner, has ordered 14 participations starting Oct. 9.

Ben-Mont Papers, Inc., for its gift wrappings, through William B. Remington, Inc., has ordered three participations to be scheduled between Nov. 29 and Dec. 6.

The Asco Electronics Company, for its Flea-Gard, through the Jerome O'Leary Advertising Agency, has ordered two participations scheduled for Oct. 31 and Nov. 8.

("Today" is telecast Mondays through Fridays, NBC-TV network except WRCA-TV, 7-10 a.m., EDT, and on WRCA-TV, 7-9 a.m., EDT.)

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1. The following information was obtained from the records of the

San Francisco Police Department, dated 10/10/50.

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San Francisco Police Department, dated 10/10/50.



CREDITS FOR 'THE RESTLESS GUN' ON NBC-TV

TIME: NBC-TV, Mondays, 8 p.m., EDT.

STARTING DATE: Sept. 23, 1957

STAR: John Payne

FORMAT: Payne will star as Vint Bonner, a  
restless cowboy of the late 1860s,  
in a series of filmed Western  
dramas.

SPONSOR: Warner-Lambert, Inc., through Sullivan,  
Stauffer, Colwell and Bayles, Inc.,  
agency.

PACKAGER: Window Glen Productions Co.

PRODUCER: David Dortort

EXECUTIVE PRODUCER: John Payne

DIRECTOR: James Neilson

ASSISTANT DIRECTOR: Hilton Green

SET DECORATOR: James S. Redd

NBC PRESS REPRESENTATIVES: Joe Mehan, New York;  
Ted Switzer, Hollywood.

THEME SONG: "Restless Gun," words and music by  
Mort Green, Dave Kahn and Melvin  
Leonard.

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NBC-New York, 9/9/57



NBC TRADE NEWS

NEW YORK CITY WOMAN BREAKS 15-WAY TIE TO WIN SHOWCASE PRIZE ON  
"THE PRICE IS RIGHT"--1,400,000 VIEWERS IN WEEK'S CONTEST

A New York City woman broke an unprecedented 15-way tie Friday, Sept. 6, to win the "Second Honeymoon Showcase" on NBC-TV's THE PRICE IS RIGHT show. She outguessed 1,400,000 other home-viewers to do it.

The ultimate winner after a series of elimination run-offs was Estelle Honigstock, 98 Riverside Drive, New York City. Each of the 15 home-viewers had guessed the price exactly -- \$4,875.25.

Home-viewers send in postcards trying to guess the price of the items displayed in the showcase for a week on the show. The "Second Honeymoon" items were shown during the week of Aug. 26-30.

Here are the gifts which the winner will receive: Nash hardtop convertible, valued at \$3,356.25; mink stole, \$1,095; two-week vacation in Florida, \$224; gold locket and chain, \$103; Polaroid camera, \$94.50; and cologne, \$2.50.

Bill Cullen emcees "The Price Is Right" which is seen at 11 a.m., EDT, Monday through Friday.

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NBC-New York, 9/9/57



NBC TRADE NEWS

NEW YORK UNIVERSITY TO COOPERATE IN PRESENTATION  
OF 'WATCH MR. WIZARD' FALL SERIES

NBC-TV's WATCH MR. WIZARD science show will present its new Fall series of programs in cooperation with New York University, beginning Sunday, Sept. 15 (1 p.m., EDT).

NYU will assist in coordinating program planning, promotion and public information for the series. It will also help relate the programs to current topics such as the International Geophysical Year projects. This announcement was made today (Sept. 9) by Edward Stanley, Manager of Public Service Programs for NBC, and Warren A. Kraetzer, Director of NYU's Office of Radio-Television.

Purpose of the cooperative venture, the announcement said, is to "help encourage young people to enter careers in science and to extend the educational values of the program."

Dr. Morris H. Shamos, physics department chairman at NYU's Washington College of Arts and Science, will be advisor to the program.

Don Herbert, creator and host of the program since its inception seven years ago, will continue as "Mr. Wizard." Dr. Shamos has worked this Summer with Herbert and Jules Power, producer of the show, in planning the new season's programs. He has previously worked in television as host on NYU's TV series, "University."

"Watch Mr. Wizard" has won the Peabody Award and four annual awards from Ohio State University's Institute of Education by Radio and Television, among other top honors.

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NBC-New York, 9/9/57







# NBC MATINEE THEATER

September 9, 1957

"NBC MATINEE THEATER" ACQUIRES MAJOR AUTHOR'S WORKS  
FOR ADAPTATION OF FULL-HOUR COLORCASTS

A major deal for colorcasting outstanding literary properties has been made by producer Ethel Frank of NBC MATINEE THEATER with Brandt and Brandt, literary agents. Seven items were included in the arrangements, with best-seller author James Gould Cozzens heading the list. His story "Something About a Dollar" will be dramatized for the program.

Three stories by Stephen Vincent Benet were also acquired. This is one of the few sales that the estate of the late writer has consummated. The three titles are "Elementals," "Fireworks," and "Daniel Webster and the Sea Serpent."

Popular writer Robert Carson is listed with "Father Came Home" and I.A.R. Wylie completes the list with "A Plumber in Paradise" and "All the World Over."

The acquisition of outstanding literary properties is one of the major production objectives of executive producer Albert McCleery and producer Ethel Frank. The program is seen Mondays through Fridays (NBC-TV, color and black and white, 3-4 p.m., EDT). Dates for the above stories will be announced.

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CHAPTER I

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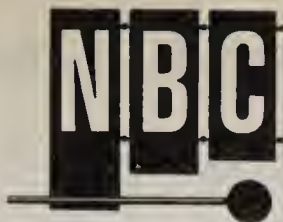
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September 10, 1957

ROBERT W. SARNOFF TO RECEIVE AMERICAN LEGION'S AMERICANISM AWARD  
FOR HIS "VISION AND LEADERSHIP IN LAUNCHING  
NBC EDUCATIONAL TV PROJECT"

Robert W. Sarnoff, President of the National Broadcasting Company, will receive The American Legion's Americanism Award for his "vision and leadership in launching the NBC Educational Television Project," W.C. "Dan" Daniel, National Commander of The Legion, announced today.

Commander Daniel will present the award to Mr. Sarnoff at the opening session of The American Legion's 39th annual national convention Tuesday morning, Sept. 17 in Convention Hall, Atlantic City, N.J.

The American Legion is citing NBC and Mr. Sarnoff for making learning "more attractive and available to Americans of all ages and stations," Commander Daniel said.

Pointing out that the special Americanism Award to Mr. Sarnoff is the first of its kind The American Legion has ever presented, Commander Daniel underscored the Legion's belief in education "as a cornerstone of a strong and free America."

(more)







"Through its Educational Television Project," he said, "NBC, under the leadership and example of Mr. Sarnoff, has given new emphasis to the entire cause of education and thus helped strengthen our security and freedom."

Excerpts of the ceremony, and Mr. Sarnoff's speech of acceptance, will be broadcast by NBC Radio as part of its regular "Nightline" programming from 9:35 to 9:50 p.m., EDT, on Tuesday, Sept. 17. The program will be tape-recorded earlier in the day for presentation at this time.

The network undertook the Educational Television Project this year in cooperation with the Educational Television and Radio Center at Ann Arbor, Mich. A 13-week Spring series of programs marked the first time that the country's non-commercial educational stations were inter-connected for live programming on a nationwide basis. News of a Fall series of programs to be presented in cooperation with the Center will be announced soon.

Commander Daniel announced the award at a press conference following his arrival by plane in Atlantic City today to set up operations for the world's biggest convention. More than 150,000 Legionnaires and their families are expected in Atlantic City for the Sept. 16-19 convention.

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NBC-New York, 9/10/57

1. 2000-01-01 to 2000-01-01



September 10, 1957

SPECIAL NBC SURVEY SHOWS TELEVISION IS OVERWHELMINGLY  
DOMINANT ADVERTISING MEDIUM FOR SELLING AUTOMOBILES

Television is the overwhelmingly dominant advertising medium for selling automobiles, according to results released today from a special National Broadcasting Company survey, "Advertising's Role in Automobile Selling." The results were announced by Hugh M. Beville Jr., Vice President, Planning and Research for NBC, at a special press conference in New York.

Mr. Beville said that outstanding findings of the study are:

1) With automobile shoppers, dealers and buyers, television is consistently named as the most important medium in reaching prospects, informing them and interesting them in coming to dealers' showrooms.

2) Television's impact is disproportionately higher as a source of car information, interest and purchases than its allocated share of the automotive industry's advertising dollar budget. Only a little more than one-third of the advertising dollars spent by the automotive industry in the three media of television, newspapers and magazines is for television, yet it was found that television's media-preference share among the sample tested runs from 56 to 60 per cent.

(more)





Nearly all of the dealers think their companies should increase their TV advertising or keep it at the same level; a scant three per cent think the TV advertising should be cut back.

3) There seems to be a definite relationship between exposure to a sponsor's television programs and shopping for and buying his make. The percentage shopping for the sponsor's car was found to be higher among viewers of his program than among non-viewers, and was highest of all among frequent viewers. Likewise, more viewers than non-viewers had actually bought the sponsor's car. Moreover, in the case of advertisers with multiple TV programs, the more of these programs a person watched the more likely he was to shop for and buy the sponsor's make.

The survey, conducted for NBC by Advertest Research, Inc., of New Brunswick, N.J., during the period March 5-25, 1957, is based on approximately 4,500 personal interviews -- 1,000 with automobile dealers, 1,500 with shoppers in the showrooms of these same dealers, 2,000 with individuals who had recently purchased automobiles from them. Interviews were distributed throughout 136 counties in 39 states and the District of Columbia, in large and small cities, rural and urban localities, television and non-television areas.

The study, designed in cooperation with the representatives of the automotive industry, had a three-fold objective: 1) To trace something of the pattern customers follow in buying cars, some of the steps they take in exploring the market and points they cite as factors in their final decision. 2) To initiate some inquiry into the role

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of the salesman today in the actual selling process and the relationship of the selling function to the advertising function in today's market and 3) To obtain some indications as to relative effectiveness of various national media for automotive advertising and, within the television medium itself, to explore more effective uses of the medium.

Important questions and detailed findings of the survey include:

"What kind of advertising for (make sold) have you recently seen or heard?"

|            | <u>Total Shoppers</u> |
|------------|-----------------------|
|            | (1,496)               |
| Magazines  | 31.9%                 |
| Newspapers | 30.7                  |
| TV         | 69.0                  |

"Which kind of (make sold) advertising stands out most strongly in your mind?"

|            | <u>Total Shoppers</u> |
|------------|-----------------------|
|            | (1,496)               |
| Magazines  | 18.8%                 |
| Newspapers | 11.8                  |
| TV         | 61.0                  |

(more)



"Which kind of advertising did the most to get you interested in looking at a (make sold)?"

|            | <u>Total Shoppers</u> |
|------------|-----------------------|
|            | (1,496)               |
| Magazines  | 16.4%                 |
| Newspapers | 10.8                  |
| TV         | 45.3                  |

"What kind of advertising would you say made you most interested in buying a (make purchased)?"

|            | <u>Total Purchasers</u> |
|------------|-------------------------|
|            | (1,984)                 |
| Magazines  | 17.0%                   |
| Newspapers | 11.4                    |
| TV         | 39.7                    |

"What kind of National Advertising does the best job of telling people about your cars?"

|            | <u>Total Dealers</u> |
|------------|----------------------|
|            | (1,056)              |
| Magazines  | 13.6%                |
| Newspapers | 30.1                 |
| TV         | 69.6                 |

(more)

Let us now turn to the question of the  
possibility of a new system of international law

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"What kind of National Advertising do you feel is most effective in getting people to visit your showroom?"

|            | <u>Total<br/>Dealers</u> |
|------------|--------------------------|
|            | (1,056)                  |
| Magazines  | 5.2%                     |
| Newspapers | 33.0                     |
| TV         | 58.7                     |

"If (make sold) wanted to put most of their national advertising budget into one kind of advertising, which kind do you think they should use?"

|            | <u>Total<br/>Dealers</u> |
|------------|--------------------------|
|            | (1,056)                  |
| Magazines  | 6.2%                     |
| Newspapers | 27.1                     |
| TV         | 64.3                     |

"All things considered, do you think (make sold) should increase its TV advertising, cut back on its TV advertising, or keep it about the same as now?"

|          | <u>Total<br/>Dealers</u> |
|----------|--------------------------|
|          | (1,056)                  |
| Increase | 55.6%                    |
| Cut back | 2.7                      |

(more)

"The kind of national advertising we see is  
not the kind of national advertising we need."  
The kind of national advertising we need is

|             |     |
|-------------|-----|
| TV          | 1.8 |
| Magazines   | 2.3 |
| Radio       | 1.5 |
| Billboards  | 1.2 |
| Direct Mail | 1.0 |
| Other       | 0.5 |

"It (the bill) would be the most of their national  
advertising budget that we find at the moment."  
The kind of national advertising we need is

|             |     |
|-------------|-----|
| TV          | 2.5 |
| Magazines   | 3.0 |
| Radio       | 2.0 |
| Billboards  | 1.5 |
| Direct Mail | 1.0 |
| Other       | 0.5 |

"All things considered, to me (the bill)  
should increase the TV advertising budget on  
its TV advertising, on the other hand, it  
should decrease the radio advertising budget."

|             |     |
|-------------|-----|
| TV          | 3.0 |
| Magazines   | 3.5 |
| Radio       | 2.5 |
| Billboards  | 2.0 |
| Direct Mail | 1.5 |
| Other       | 1.0 |

In addition to Mr. Beville, other NBC executives who addressed the press conference were Dr. Thomas E. Coffin, Director, Research, for NBC, and Dean Shaffner, Director of Sales Planning.

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NBC-New York, 9/10/57





# TRADE NEWS

A SERVICE OF



September 10, 1957

## STERLING DRUG ORDERS ADVERTISING SCHEDULES TOTALING \$2,000,000 ON 4 NBC-TV DAYTIME SHOWS

Sterling Drug Inc. has ordered 52-week advertising schedules on four NBC-TV daytime programs amounting to \$2,000,000 in gross billings, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The new orders -- which bring the first sponsor to TREASURE HUNT -- call for Sterling Drug to sponsor the second quarter-hour segment of THE ARLENE FRANCIS SHOW (Monday through Friday, 10-10:30 a.m., NYT) on alternate Mondays, starting Sept. 23 and alternate Tuesdays, starting Sept. 17; the second 15-minute segment of TREASURE HUNT (Monday through Friday, 10:30-11 a.m., NYT) on alternate Fridays starting Sept. 27; the first quarter-hour of THE PRICE IS RIGHT (Monday through Friday, 11-11:30 a.m., NYT) on alternate Tuesdays, starting Sept. 17 and alternate Wednesdays, starting Sept. 18; and the second 15-minutes of TRUTH OR CONSEQUENCES (Monday through Friday, 11:30-12 noon, NYT) on alternate Mondays starting Sept. 23.

Dancer-Fitzgerald-Sample, Inc., is the advertising agency for Sterling Drug.

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NBC-New York, 9/10/57





# NBC RADIO NETWORK NEWS

September 10, 1957

'TELEPHONE HOUR' STARTS NEW SEASON OF GREAT MUSIC ON NBC RADIO  
MONDAY, OCT. 7 WITH JOSE ITURBI AS GUEST

The TELEPHONE HOUR, one of the oldest music programs on network radio, returns to NBC for another season of the world's great music performed by celebrated artists on Monday, Oct. 7 (9-9:30 p.m., EDT) following a 13-week Summer vacation.

The "Telephone Hour" is sponsored by the Bell Telephone System through N.W. Ayer and Son, Inc., advertising agency.

Pianist Jose Iturbi, making his 21st appearance on the series, will be the guest artist Oct. 7. Donald Voorhees and the Bell Telephone Orchestra again will be featured and will accompany the soloists, as they have done for the past 17 years.

During the new season the "Telephone Hour" will originate live in NBC's New York studios. Other distinguished performers expected to appear on the series in future weeks include Lily Pons, coloratura soprano; sopranos Lucine Amara, Victoria de los Angeles, Eileen Farrell and Renata Tebaldi; mezzo-sopranos Mildred Miller and Blanche Thebom; Brian Sullivan,

(more)



2 - 'Telephone Hour'

tenor; baritones Igor Gorin, Theodor Uppman, William Warfield and Leonard Warren; George London, bass-baritone; Giorgio Tozzi, bass; pianists Robert Casadesus and Grant Johannesen and violinists Zino Francescatti, Michael Rabin and Isaac Stern.

Along with these favorites, a number of new stars will make their "Telephone Hour" debuts during the year.

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NBC-New York, 9/10/57









# NBC COLOR TELEVISION NEWS

"THE DEAN MARTIN SHOW"--SPECIAL NBC FULL-HOUR COLORCAST  
SATURDAY, OCT. 5--TO MARK STAR'S SOLO TELEVISION DEBUT;  
GUESTS INCLUDE LOUIS PRIMA, KEELY SMITH, JOEL GREY

Dean Martin makes his solo TV debut in a full-hour special colorcast -- THE DEAN MARTIN SHOW -- Saturday, Oct. 5, originating from the NBC Color City Studios in Burbank, Calif. The show will be televised over NBC-TV from 10-11 p.m., EDT.

National Carbon Co., Division of Union Carbide and Carbon Corp. will sponsor "The Dean Martin Show" through the William Esty Co., Inc., advertising agency.

Besides marking Dean's initial bow on his own TV show, the program will be the singer's first television appearance of the new season. (He will also star Saturday, Nov. 9 on NBC-TV's "Club Oasis" series.)

Guest stars who will appear with Dean in his Oct. 5 special colorcast will include bandleader Louis Prima, songstress Keely Smith (Mrs. Prima) and their Five Musicians, and comedian Joel Grey. Dean will sing many of his latest hits during the full-hour.

Cy Howard will produce and write the show, while Joseph Tinney will be the director. Music will be under the direction of Paul Weston.

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NBC-New York, 9/10/57





Attention, Sports Editors

CONTRACT IS ANNOUNCED FOR EXCLUSIVE NBC-TV AND RADIO COVERAGE  
OF SUGAR BOWL FOOTBALL GAME ON JAN. 1 FOR 5 YEARS

A five-year contract for exclusive television and radio coverage of the annual Sugar Bowl Game in New Orleans each New Year's Day has been signed by the New Orleans Mid-Winter Sports Association and the National Broadcasting Company. The contract will begin with the 24th annual Sugar Bowl football classic on Jan. 1, 1958.

The announcement was made today by Paul E. DeBlanc, association president, and Tom S. Gallery, NBC Sports Director. Mr. Gallery arranged details of the contract yesterday at a conference with Sam Corenswet, chairman of the Sugar Bowl's Television Committee, and officials of the association.

"We are delighted to have the rights to the Sugar Bowl classic," Mr. Gallery said. "We look forward to many happy years of association with this excellent organization."

Mr. DeBlanc said, "This assures the Sugar Bowl the best coast-to-coast coverage. We are very happy with the alliance."

The Sugar Bowl Game will be one of NBC's two big football attractions on New Year's Day. It will be followed by the Rose Bowl Game in Pasadena, Calif. The Sugar Bowl Game was an NBC Radio feature from 1936 through 1942.

-----O-----

NBC-New York, 9/10/57





NBC TRADE NEWS

STATE FARM INSURANCE COMPANIES RENEW SPONSORSHIP  
OF "RED BARBER'S CORNER" ON NBC-TV

The State Farm Insurance Companies will sponsor NBC-TV's RED BARBER'S CORNER for the second year, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The 52-week renewal is effective immediately and was placed through Needham, Louis and Brorby, Inc. "Red Barber's Corner," presented at 10:45 p.m., NYT or immediately following the fight telecasts on Fridays, features the noted sportscaster in interviews with prominent sports figures.

-----O-----

GERI COHEN NAMED SALES PRESENTATION WRITER

Appointment of Geri Cohen as a sales presentation writer in the NBC Spot Sales New Business and Promotion Department was announced today by Dan Lissance, Manager of Sales Development and Research. Formerly feature editor of Television Magazine, Miss Cohen had previously been in the promotion department of CBS-TV Spot Sales. She is a 1951 graduate of Brooklyn College and lives in New York City.

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NBC-New York, 9/10/57



NOTES

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THE SECOND PART OF THE REPORT

THE THIRD PART OF THE REPORT

THE FOURTH PART OF THE REPORT

THE FIFTH PART OF THE REPORT

THE SIXTH PART OF THE REPORT

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THE TWENTY-FIRST PART OF THE REPORT

CREDITS FOR 'WISDOM' SERIES ON NBC-TV

TITLE: 'WISDOM' SERIES

TIME: NBC-TV, Sundays, 2:30-3 p.m., EDT.

PREMIERE: Sunday, Sept. 15

DESCRIPTION: Twenty-six filmed visits with outstanding figures of our time. Some of the films in this series -- known variously heretofore as "Conversations with Elder Wise Men," "Visits with Distinguished Persons" and "Wise Elders" -- will be new; others will be repeats. The program is one of a varied group of new public interest shows being developed by Henry Salomon, Director of Special Projects for the NBC Television Network.

SUBJECT FOR SEPT. 15: Pablo Picasso, 75-year-old Spanish painter and sculptor, filmed in his studio in Vallauris, in the south of France. Unlike other "wise elders" to be seen in the series, Picasso will be shown in color (and in black and white) -- and mute. He is seen

(more)



SUBJECT FOR SEPT. 15:  
(CONT'D)

painting, drawing and sculpting.  
Daniel Catton Rich, director of the  
Art Institute of Chicago and an  
authority on modern art, has written  
and narrates the commentary. The  
Picasso film was made by Rizzoli  
Productions of Italy under direction  
of Luciano Emmer.

PRODUCER:

Robert D. Graff

FUTURE SUBJECTS:

Weeks to come will bring newly filmed  
visits with David Ben-Gurion,  
Israel's Prime Minister; Igor  
Stravinsky, the composer; Ruth  
St. Denis and Ted Shawn, founders  
of the modern American dance;  
Vannevar Bush, administrator and  
electrical engineer; Niels Bohr,  
nuclear physicist; Jacques Maritain,  
Catholic philosopher.

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NBC-New York, 9/10/57

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CREDITS FOR 'LOOK HERE!' ON NBC-TV

TITLE: LOOK HERE!

TIME: Sundays, 3:30-4 p.m., EDT

PREMIERE: Sunday, Sept. 15

DESCRIPTION: Live interview program featuring Martin Agronsky, Peabody Award-winning NBC reporter-commentator, designed to draw from prominent persons a picture of what they are as public figures, as careerists and as human beings. Subjects -- one a week -- will come from all walks of life: entertainment, sports, the arts and sciences, business, government. The program is one of a varied group of new public interest shows being developed by Henry Salomon, Director of Special Projects for the NBC Television network.

SEPT. 15 GUEST: Secretary of State John Foster Dulles

PRODUCER: Robert D. Graff

DIRECTOR: Richard Feldman

POINT OF ORIGIN: Each interview will be telecast direct from the subject's home or from another location significant in terms of character or career. The Sept. 15 telecast will originate in Secretary Dulles' office in the State Department Building, Washington, D.C.

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CREDITS FOR LOOK NEWS ON WOL-TV

LOOK NEWS

ANNOUNCED: 7:30-8 P.M.; 8:30-9 P.M.

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ANNOUNCED: 8:30-9 P.M.

TWO RECORDINGS OF 'BALLAD OF THE COWBOY-SAILOR'  
FROM 'ELEVEN AGAINST THE ICE' ARE RELEASED

Two recordings of "Ballad of the Cowboy-Sailor," song from the soundtrack of ELEVEN AGAINST THE ICE, soon-to-be-telecast NBC-TV color special, make their appearance this week.

The Sons of the Pioneers have recorded the ballad for RCA Victor, and Jimmy Simmons for Atlantic. Simmons, a young folk-singer making his debut in TV, sings the ballad on the film's soundtrack.

The music is by Kenyon Hopkins, who wrote and conducted the orchestral score for "Eleven Against the Ice," and the words are by Robert Emmett Ginna, the film's producer and co-author of its script with Pat Trese. Hopkins, who wrote the music for "Twelve Angry Men," "The Strange One" and other motion pictures, makes his TV bow as a composer with the "Eleven Against the Ice" score.

"Eleven Against the Ice" will be telecast by NBC Monday, Sept. 23 (9:30-10:30 p.m., EDT), in color and in black and white. Filmed and reported in the Antarctic, it tells the true and dramatic story of an Army-Navy trail party fighting its way through 644 miles of unexplored Antarctic territory dotted with bottomless pits known as crevasses

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NBC-New York, 9/10/57





STEVERINO IS CROWNED QUEEN OF NATIONAL DOG WEEK

Steverino, the canine star who brings to life the Greyhound Corporation's trademark on NBC-TV's STEVE ALLEN SHOW, was officially crowned the 1957 Queen of National Dog Week today (Tuesday). Basil Rathbone, national chairman of the National Dog Welfare Guild, Inc., sponsor of the week, crowned Steverino in a ceremony at the Hotel Waldorf-Astoria in New York. The 30th observance of National Dog Week will begin Sept. 22.

Steverino first appeared on "The Steve Allen Show" April 7, 1957. She then weighed just 10 pounds. Her present weight is 48 pounds.

NBC-New York, 9/10/57







# NBC COLOR TELEVISION NEWS

September 11, 1956

'THE LUX SHOW STARRING ROSEMARY CLOONEY'--NBC COLORCAST SERIES  
WITH MUSIC, VARIETY, GUEST STARS--STARTS THURSDAY, SEPT. 26

THE LUX SHOW STARRING ROSEMARY CLOONEY, a new color series featuring music, variety entertainment and guest stars, will begin on NBC-TV Thursday, Sept. 26 (10-10:30 p.m., EDT). The show will originate in Hollywood. It marks the first live network series for the famous singing star.

The series is sponsored by the Lever Brothers Company through the J. Walter Thompson Company advertising agency.

The Modernaires with Paula Kelly will be featured on each program. Musical director and arranger of the show is Frank DeVol.

Each week a celebrity will be spotlighted by Miss Clooney in a specialty act.

As singing hostess, Miss Clooney will present a variety of songs each week. Both old and new tunes will be offered by the star.

Writers for the series are Danny Arnold, Howard Leeds and Tom Waldman. Directing the show will be Dik Darley.

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# TRADE NEWS

September 11, 1957

## ROBERT F. LEWINE NAMED VICE PRESIDENT, NBC-TV NETWORK PROGRAMS, HEADING LIST OF DEPARTMENT PROMOTIONS AND APPOINTMENTS

Robert F. Lewine has been appointed Vice President, Television Network Programs for NBC, it was announced today by Manie Sacks, who has been named Vice President, Television Network Talent and Programs for the National Broadcasting Company. In addition, announcement of several other key executive promotions and appointments within the NBC-TV Program Department was made.

In the nighttime programming area, the following assignments have been made:

Alan D. Courtney has been named Director, Nighttime Programs. He has formerly served as a program supervisor for NBC-TV.

Julian Bercovici and Joseph P. Cunneff have been named Managers, Nighttime Program Operations. Each will be responsible for nighttime operations for specific nights of the week -- Mr. Bercovici for Friday, Saturday and Sunday and for afternoon program operations on Sunday, and Mr. Cunneff for Monday, Tuesday, Wednesday and Thursday. Mr. Bercovici was formerly a Senior Program Unit Manager and Mr. Cunneff was formerly in charge of the network's Monday and Tuesday evening programs.

(more)







## 2 - Program Department

Ernest V. Theiss has been named Manager, Nighttime Program Administration. He has previously served as Manager, Production Operations, for NBC-TV network services.

David Sontag has been appointed Supervisor, Nighttime Program Services. He was formerly Program Services Coordinator, Nighttime Programs. Messrs. Bercovici, Cunneff, Theiss and Sontag will report directly to Mr. Courtney.

In daytime programs, Mr. Sacks announced these appointments:

Carl Lindemann Jr., is appointed Director Daytime Programs.

Robert F. Aaron has been appointed Manager, Daytime Program Administration. He previously served as a Station Contact Representative in the network's Station Relations Department.

Frederick L. Wilson has been appointed Manager, Daytime Program Operations. He has served as a Program Unit Manager.

John C. Greene has been named Supervisor, Daytime Program Services. He has been a Management Trainee.

All three will report to Mr. Lindemann.

In the special program area, Thomas O. Loeb has been appointed Director of Special Programs. He has served as Network Producer. David Tebet continues as Manager, Special Programs.

William V. Sargent continues as Director, Participating Programs, including "Today" and "Tonight."

Also continuing in their present positions are William Hammerstein as Director, Program Submissions, and Ross Donaldson, Manager, Program Submissions.

Messrs. Courtney, Lindemann, Loeb, Sargent and Hammerstein will report to Mr. Lewine.

(more)



3 - Program Department

In his enlarged area of responsibility, Mr. Lewine will continue to report to Mr. Sacks. Daytime programming responsibilities have previously been administered by Mort Werner, who recently resigned as Vice President, Television Daytime Programs, to join Kaiser Industries, Corp.

Mr. Lewine joined the NBC Television Program Department in mid-December, 1956, after resigning as Vice President in charge of Television Programming and Talent for ABC. He was elected a Vice President in NBC-TV's Program Department Dec. 7, 1956.

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NBC-New York, 9/11/57







# NBC COLOR TELEVISION NEWS

RADIO CORPORATION OF AMERICA SIGNS AS THE ALTERNATE-WEEK SPONSOR OF  
'THE PRICE IS RIGHT' AND 'TIC TAC DOUGH' EVENING COLORCASTS ON NBC

The Radio Corporation of America has signed as alternate-week sponsor of two upcoming NBC-TV evening programs to be telecast regularly in color -- THE PRICE IS RIGHT (Mondays, 7:30-8 p.m., NYT, beginning Sept. 23) and TIC TAC DOUGH (Thursdays, 7:30-8 p.m., NYT, starting Sept. 12), it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

As previously announced, the Speidel Corp. will sponsor "The Price Is Right" on alternate weeks, and Warner-Lambert, Inc., will be the alternate-week sponsor of "Tic Tac Dough."

Bill Cullen will serve as emcee of the nighttime version of "The Price Is Right" on which panelists will try to guess the price of items displayed on the show with sports cars, fur coats and trips to Europe as prizes. The nighttime version of "Tic Tac Dough" will feature Jay Jackson as host, with contestants playing the familiar "tic tac toe" game for cash prizes.

Both programs will continue in their highly successful daytime presentations.

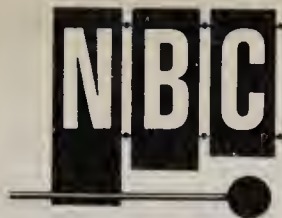
Kenyon and Eckhardt, Inc., is the advertising agency for the Radio Corporation of America.

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NBC-New York, 9/11/57







# TRADE NEWS

A SERVICE OF



September 11, 1957

## TREMENDOUS ENTHUSIASM EXPRESSED BY NBC-TV AFFILIATES ON NETWORK'S CLOSED-CIRCUIT FALL PROGRAM PREVIEW

The hour-long closed circuit Fall Program Preview staged by the National Broadcasting Company Wednesday, Sept. 4, was received with tremendous enthusiasm by audiences gathered at the network's affiliated stations from coast-to-coast, drawing such praise as "That program should be telecast to the general public," and "Looks like the rating picture is going to change decisively."

The all-star color show, the largest closed circuit telecast in television history, was seen in more than 150 cities and was attended by an estimated 35,000 persons -- including television press writers, affiliated station and network executives, and advertising representatives.

Appearing on the program were Robert W. Sarnoff, President of NBC, and Robert E. Kintner, NBC Executive Vice President, Television Program and Sales, and several NBC-TV personalities including Perry Como, Dinah Shore, Alfred Hitchcock, Eddie Fisher, George Gobel, Robert Young, Tennessee Ernie Ford, Jack Paar, Jill Corey, Tommy Leonetti, Virginia Gibson, Alan Copeland, William Bendix and Tom D'Andrea.

(more)



2 - Closed Circuit

Excerpts from some of the many laudatory telegrams which have reached NBC's New York headquarters from the affiliates follow:

"Several said it would have made a very fine kick-off show for the network -- we congratulate those who put it together."

"Response enthusiastic. Color terrific. Thought you and your people did an excellent job in presenting the Fall lineup."

"Everyone amazed and delighted at informality and humor of presentation...."

"Regarding last night's closed circuit....Whoever wrote and produced the program deserves heartiest congratulations."

"All favorably impressed with technique and suggest it could be even more effective if aired to general public."

"....Reaction was great. Congratulations on a swell program."

"Congratulations on excellent closed circuit colorcast."

"Fall preview closed circuit enthusiastically received."

"Closed circuit was terrific."

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NBC-New York, 9/11/57









# TRADE NEWS

A SERVICE OF



September 11, 1957

'THE BOB CUMMINGS SHOW' RETURNS TO NBC-TV  
SEPT. 24 IN TUESDAY NIGHT TIME-SPOT

Bob Cummings, star of THE BOB CUMMINGS SHOW, will play a dual role in the first storyline when the comedy series returns to NBC-TV Tuesday, Sept. 24 (9:30 p.m., EDT), with the episode "Air Force Calls Bob -- Grandpa Answers."

"The Bob Cummings Show" will be sponsored on alternate weeks by the R.J. Reynolds Tobacco Co. (starting Sept. 24) through the William Esty Co., Inc., agency, and by Chesebrough-Pond's Inc., (starting Oct. 1) through the McCann-Erickson, Inc., agency.

Cummings will portray bachelor Bob Collins, Hollywood photographer with an eye for beautiful girls, and the role of Collins' 80-year-old grandfather. Though the pair are far apart in ages, their enthusiasms for pretty women, the Air Force and airplanes are identical -- except that young Collins flies jets and grandpa is loyal to his World War I vintage Jenny. Mixed with these ingredients are a misunderstood telephone message and gorgeous Miss Sweden (Ingrid Goude) all of which are combined in the fun-packed half-hour.

The popular comedy series made its debut Jan. 2, 1954 on NBC-TV where it was presented until June 1955. Then it moved to another network, and now returns to NBC for the new season starting Sept. 24.

(more)



Returning with Cummings are the original supporting players who have regularly been featured since the original premiere. They are Rosemary DeCamp as Bob's widowed sister, Margaret MacDonald; Dwayne Hickman as Margaret's son Chuck, who enjoys emulating his uncle Bob, and Ann B. Davis as Schultzy, Bob's unglamorous girl Friday, who makes every effort to snag her handsome bachelor boss.

Paul Henning is the producer as well as one of the writers of the series. He is assisted by Eddie Rubin, who formerly directed the show. In addition to his starring role, Bob Cummings has taken over the director's chores. Writers are Henning, Shirl Gordon and Dick Wesson. The series is filmed at McCadden Productions in Hollywood.

Since its start "The Bob Cummings Show" has been accorded various awards including an "Emmy" and three of the Billboard's annual television film poll "firsts" -- "best comedy series," "best new comedy series" and an award to the star, Bob Cummings, for being the "best comedy performer."

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NBC-New York, 9/11/57





NBC TRADE NEWS

PHARMACEUTICALS, INC., RENEWS 'TWENTY-ONE' SPONSORSHIP

Pharmaceuticals, Inc., has renewed its sponsorship of NBC-TV's TWENTY-ONE quiz program (Mondays, 9-9:30 p.m., NYT), it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The 52-week renewal is effective immediately and was placed through Parkson Advertising agency, Inc.

"Twenty-One," with Jack Barry as emcee, started on NBC-TV Wednesday, Sept. 12, 1956. Its popularity grew quickly and when it moved to its present Monday evening spot on Jan. 14, it soon became the first regularly scheduled NBC-TV program to beat the competition in that time period.

Pharmaceuticals, Inc., also will sponsor NBC-TV's new comedy panel show WHAT'S IT FOR?, starring Hal March as moderator, which starts on Saturday, Oct. 12 (10-10:30 p.m., NYT).

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NBC-New York, 9/11/57





NBC TRADE NEWS

POLAROID WILL SPONSOR PART OF 'STEVE ALLEN SHOW'  
AND 'PERRY COMO SHOW' IN PRE-CHRISTMAS CAMPAIGN

The Polaroid Corporation, in a special pre-Christmas advertising campaign for its Land Cameras, has ordered part sponsorship of two of NBC-TV's most popular variety programs, THE STEVE ALLEN SHOW and THE PERRY COMO SHOW. The purchases, which cover a four-week period, were announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Polaroid will sponsor one-half of "The Steve Allen Show" on the following three Sundays (8-9 p.m., NYT): Nov. 17, Nov. 24 and Dec. 8. The advertiser will sponsor one-third of "The Perry Como Show" on the following three Saturdays (8-9 p.m., NYT): Nov. 23, Dec. 7 and Dec. 14.

The orders were placed through Doyle Dane Bernbach, Inc., advertising agency for the Polaroid Corporation.

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NBC-New York, 9/11/57



NBC TRADE NEWS

PINKY LEE TO MARK 10TH YEAR IN TV

Pinky Lee will celebrate his 10th year in television during his Fun Forest portion of THE GUMBY SHOW Saturday, Sept. 14 (NBC-TV, 10:30 a.m., EDT). Pinky will receive a cake from his young friends on the show and sing a "Thank You" song. He will also present a number called "Narcissus, Nasturtiums and Chrysanthemums."

Pinky grew up in St. Paul, Minn., and entered showbusiness right after high school. He toured with the Gus Edwards troupe and played top vaudeville houses. He was also a star in burlesque and the movies before turning to TV and attaining new prominence.

In the Gumby film on the program, Gumby and his friend, Pokey the Pony, encounter two "Odd Balls" while playing marbles.

NBC-New York, 9/11/57

PP 82 6622 HPC: 701M QP 534 27131



'TWENTY-ONE' STARTS ITS SECOND YEAR SEPT. 16

- - -

Contestants Won \$461,000 in Quiz Show's First Year

Contestants on NBC-TV's TWENTY-ONE program won a total of \$461,000 during the quiz show's first year on the air. "Twenty-One" starts its second season with the Monday, Sept. 16 telecast (9 p.m., EDT).

"Twenty-One," which stars Jack Barry as emcee, started on NBC-TV Wednesday, Sept. 12, 1956. The show's popularity rose rapidly and it was switched from a late-evening time spot to its present Monday period.

Several "Twenty-One" champions became national personalities and one, Charles Van Doren, became an international celebrity. An English instructor at Columbia University, Van Doren captured the nation's fancy with his amazing display of knowledge on many different subjects during his 14-week reign on the show. He reached the program's high mark of \$143,000 and eventually went home with \$129,000 after being defeated.

Among other quiz wizards who gained the "Twenty-One" throne were college student Herbert Stempel, who preceded Van Doren and won \$49,500; Mrs. Vivienne Nearing, an attorney, who deposed Van Doren; public relations consultant Hank Bloomgarden, whose winnings soared as high as \$116,000 then dropped to \$98,500 when he lost; and his conqueror, dairy farmer Harold Craig. Craig, the current champion, has run his winnings up to \$104,000 and can go higher on the Sept. 16 program.

Jack Barry and Dan Enright are the packagers of "Twenty-One." Robert Noah is the executive producer, Albert Freedman the producer and Charles Dubin the director. The show, which originates live in NBC Studios in New York, is sponsored by Pharmaceuticals, Inc., through Parkson Advertising Agency, Inc.

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NBC-New York, 9/11/57



MAYORS BOOST CITIES ON 'TODAY' SHOW

Eight cities were given free "commercials" on NBC-TV's TODAY show this morning. Dave Garroway allotted 30 seconds to each of the following mayors to deliver a plug for their city:

William B. Hartsfield of Atlanta, Ga., John B. Hynes of Boston, C. Douglas Kearns of Burlington, Vt., Tom McCann of Fort Worth, Tex., Neal S. Blaisdell of Honolulu, C.J. Burris of Pueblo, Colo., Gordon S. Clinton of Seattle, Wash., and John J. Purcell of Troy, N.Y. Most of the mayors told of their cities' advantages for new industry. All are attending a national conference of mayors in New York City.

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NBC-New York, 9/11/57







September 12, 1957

FIVE NEW MEMBERS OF NBC RADIO AFFILIATES EXECUTIVE COMMITTEE  
ELECTED AT FULL MEETING OF STATIONS' OFFICIALS IN NEW YORK

Five new members of NBC Radio Affiliates Executive Committee were elected today at the full meeting of officials of NBC Radio affiliated stations being held at New York's Waldorf-Astoria Hotel.

Announcement of the new members was made by George W. Harvey, Chairman, and Vice President and General Manager of WFLA, Tampa, Fla.

The new members are: Ray Welpott, Vice Chairman of the NBC Radio Affiliates Executive Committee and Station Manager, WKY, Oklahoma City, Okla.; Douglas Manship, Secretary-Treasurer of the NBC Radio Affiliates Executive Committee and President, WJBO, Baton Rouge, La.; William Grant, President, KOA, Denver, Colo.; Kenneth Hackathorn, Vice President and General Manager, WHK, Cleveland and Willard Schroeder, General Manager, WOOD, Grand Rapids, Mich.

Other members of the Committee include Harold Hough, Director, WBAP, Ft. Worth, Tex.; George Wagner, Executive Vice President, KFI, Los Angeles, and David M. Baltimore, President and General Manager, WBRE, Wilkes-Barre, Pa.

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1. *Phragmites* spp. (Poaceae) (100%)



## TRADE NEWS

September 12, 1957

### SINGER SEWING MACHINE COMPANY EXTENDS ALTERNATE-WEEK SPONSORSHIP OF 'THE CALIFORNIANS' ON NBC-TV TO FULL SPONSORSHIP

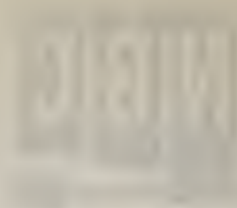
The Singer Sewing Machine Company has extended its alternate-week sponsorship of NBC-TV's new dramatic series THE CALIFORNIANS, which premieres Tuesday, Sept. 24 (10-10:30 p.m., NYT), to full sponsorship, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

"The Californians" star Adam Kennedy and Sean McClory in a series of romantic, historic adventure films set in the turbulent Gold Rush period of a century ago.

Kennedy portrays a young Boston Irishman named Dion Patrick who journeys to San Francisco and comes to grips with its underworld in his role of newspaper reporter and vigilante. McClory plays Jack McGivern, close friend of the Bostonian and the owner of a miners' supply store and also a vigilante.

Young and Rubicam, Inc., is the advertising agency for the Singer Sewing Machine Company.

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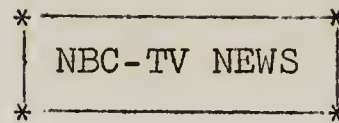
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PRODUCERS AND DISTRIBUTORS OF HOLLYWOOD FILMS WILL SPONSOR  
TELECAST OF 1958 'OSCAR' CEREMONIES ON NBC-TV

Producers and distributors of Hollywood films will sponsor NBC-TV's Annual Academy Awards presentation for the first time in the six years the network has telecast the event. The "Oscars" presentation ceremonies will be broadcast over NBC-TV and Radio on Wednesday, March 26, 1958, 10:30 PM to 12:15 AM, NYT.

Member companies of the Motion Picture Association of America voted approval of the program under which all companies and individuals participating in film profits will contribute one-quarter of one percent of their share of the domestic gross revenues towards this and other Academy activities.

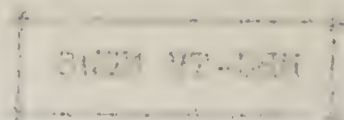
Under its 1953 agreement with the Academy of Motion Picture Arts and Sciences, NBC has rights for three more years of telecasts.

The possibility of an industry-sponsored program has been brought up before and, under the existing contract, the MPAA each year has been given the right to accept or refuse the first offer. In the past it has refused.

According to Eric Johnston, President of the Motion Picture Association of America, the quarter of one percent on only domestic rentals would come to \$800,000. Whatever remains from the amount raised after expenses are deducted will go into other Academy projects such as the Film Museum, a common film library, International Festivals and other industry activities.

(more)





PRODUCERS AND DISTRIBUTORS OF HOLLYWOOD FILMS WITH INTEREST  
THEATRE OF 1970: (PARTIAL) (WFO-TV)

Producers and distributors of Hollywood films will receive  
WFO-TV's Annual Award Award presentation for the first time in 1970  
six years the network has been at the event. The "Oscar" ceremony  
then ceremony will be broadcast from WFO-TV and Radio on Wednesday  
March 25, 1970, 10:30 PM to 11:30 PM, WFTV.

Member companies of the Motion Picture Association of  
America voted approval of the program during their annual meeting and  
individuals participating in this event will receive one-quarter  
of one percent of total ticket sales of the event given towards  
this and other Academy activities.

Under the 1953 agreement with the Academy of Motion Picture  
Arts and Sciences, WFO-TV has rights for three more years of broadcast.  
The participation of an industry-sponsored program has been  
brought up before and, under its existing contract, the WFO-TV each year  
has been given the right to record or record the first film. In the  
past it has refused.

According to the Motion Picture Association of the Motion Picture  
Association of America, the purpose of the program is only to benefit  
revenue would come to \$100,000. WFO-TV would receive from the amount  
raised after expenses are deducted will go to other Academy projects  
such as the film library, research, educational projects  
and other industry activities.



2 - 'Oscars' Telecast

Academy President George Seaton estimates that there are almost 225 companies and individuals with profit-sharing arrangements. He hopes to line up as many as possible to begin work on the upcoming March, 1958, telecast of the Oscar program.

Seaton also pointed out that this year's Academy show will have additional glamour and talent because of its public service program status. He feels that many TV personalities unable to appear because of sponsor conflicts in the past should now be able to participate. He said that the program will go on the air as "The Motion Picture Industry Presents....." and thereafter there will be no commercials for any individual picture.

-----O-----

NBC-New York, 9/12/57





## TRADE NEWS

September 12, 1957

NICK CHARLES PROBES BLACKMAIL RACKET IN 'THE THIN MAN' PREMIERE;  
PETER LAWFORD AND PHYLLIS KIRK STAR IN MYSTERY-COMEDY SERIES

Sophisticated Park Avenue sleuth Nick Charles (Peter Lawford) is put on the trail of a blackmail racket by his pretty wife, Nora (Phyllis Kirk), when the weekly mystery-comedy series, THE THIN MAN, starts on NBC-TV Friday, Sept. 20 (9:30-10 p.m., EDT).

"The Thin Man" series will be sponsored by the Colgate-Palmolive Co., through the Ted Bates and Co., Inc., agency.

In the initial episode, "The Dollar Doodle," Nora calls upon her husband's detecting talents when her wealthy ex-college roommate, Marcella Nyle Chapman (Natalie Norwick), has been branded a kleptomaniac. Nick and Nora invite Marcella for cocktails and learn that she can at least resist their own carefully placed bait. But they also learn that she has pawned a diamond bracelet which had been stolen. Nick seeks to prove her innocence and, while following clues, is hit on the head with a gun butt, gets a "going-over" in a club owner's apartment and is thrown from a car in front of his own front door before he uncovers the blackmail plot.

(more)



September 18, 1901

My dear Mr. Brewster:

I have just received your letter of the 17th inst. and am glad to hear that you are well and happy.

I am very glad to hear that you are well and happy.

I am very glad to hear that you are well and happy.

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I am very glad to hear that you are well and happy.

I am very glad to hear that you are well and happy.



"The Thin Man" television series, MGM-TV's first venture in the field of entertainment television after years as one of the leaders of the film industry, is produced at the same MGM studio which made motion picture box office history with William Powell and Myrna Loy as stars of "The Thin Man" movie. The TV series also re-creates one of the all-time great canine roles -- that of Asta, Nick and Nora Charles' wire-haired terrier. Though the series derives its title and the names of its chief characters from the movie productions, the NBC-TV "Thin Man" series will present a new concept with its stars -- Peter Lawford and Phyllis Kirk -- creating their own interpretations of their leading roles.

Samuel Marx, executive producer of MGM-TV, and Edmund Beloin, producer of "The Thin Man," have signed more than a dozen top TV writers to work singly and as teams in creating the dialogue and situations for the series. A similar technique was employed in assigning various directors rather than one director for the series. Johnny Green, MGM music director and composer of many hits including "Body and Soul," wrote "The Thin Man" musical theme.

The series is set in New York City, with Nick and Nora Charles as wealthy Park Avenue socialites. Nick, retired as a detective when he married Nora, finds it difficult to give up his old gun-toting friends, especially when they come to him in trouble. Because she is very much in love with Nick, Nora is nice to his questionable friends. Asta, often under the mistaken notion that he's a bloodhound, is forever sniffing over clues and suspects. The three-some -- Nick, Nora and Asta -- form the team of super-sleuths in "The Thin Man."

-----O-----

NBC-New York, 9/12/57





CREDITS FOR 'THE THIN MAN' ON NBC-TV

TITLE: "The Thin Man"

TIME: NBC-TV, Fridays, 9:30-10 p.m., NYT

PREMIERE DATE: Sept. 20, 1957

STARS: Peter Lawford and Phyllis Kirk as  
Nick and Nora Charles.

FORMAT: Mystery-comedy (film)

EXECUTIVE PRODUCER: Samuel Marx

PRODUCER: Edmund Beloin

PRODUCED BY: MGM-TV

TITLE OF PREMIERE SHOW: "The Dollar Doodle"

CAST: Peter Lawford and Phyllis Kirk,  
Natalie Norwick as Marcella Nyle  
Chapman, Roy Glenn as Dink Malone,  
John Mitchum as Eddie Marks, Grant  
Richards as Angel Baron, Ken Lynch  
as Everett Baron and Asta as Asta.

DIRECTOR: Bernard Girard

STORY AND TELEPLAY BY: Phil Davis and Charles Hoffman

DIRECTOR OF PHOTOGRAPHY: Robert Bronner, A.S.C.

ART DIRECTORS: William A. Horning and Hans Peters

FILM EDITOR: Frank Santillo

ASSISTANT DIRECTOR: Paul Wurtzel

(more)



2 - Credits -- 'The Thin Man'

|                            |                                                  |
|----------------------------|--------------------------------------------------|
| SET DECORATION:            | Henry Grace and George Sawley                    |
| RECORDING SUPERVISOR:      | Dr. Wesley C. Miller                             |
| THEME MUSIC:               | "Thin Man Theme" by Johnny Green                 |
| ANNOUNCER:                 | Marvin Miller                                    |
| SPONSOR AND AGENCY:        | Colgate-Palmolive Co. (Ted Bates &<br>Co., Inc.) |
| NBC PRESS REPRESENTATIVES: | Al Cammann, New York; Dilys Jones,<br>Hollywood. |

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NBC-New York, 9/12/57



Very truly yours,  
[Signature]  
[Name]  
[Title]  
[Address]  
[City, State, Zip]  
[Phone Number]  
[Fax Number]  
[Email Address]

UNITED STATES  
DEPARTMENT OF JUSTICE  
[Title]  
[Name]  
[Address]  
[City, State, Zip]  
[Phone Number]  
[Fax Number]  
[Email Address]

ENCLOSURE



## TRADE NEWS

September 12, 1957

ANN SOTHERN IS STAR OF FIRST OF THREE 'LAS VEGAS'

SPECIAL MUSICAL VARIETY HOURS ON NBC TO BE

TELECAST FROM FAMOUS RESORT TOWN

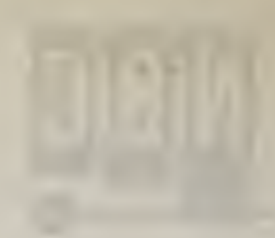
Ann Sothern will be hostess and star of the first LAS VEGAS special musical variety show Saturday, Nov. 16 (NBC-TV, 8-9 p.m., EST). The blonde star of films, TV, radio and night-clubs, will headline a list of stellar attractions which will be announced soon.

The program is the first of three programs on selected dates which will originate in the western resort town -- shows which will typify the topflight entertainment in this famous area in the middle of the desert.

The programs will be sponsored by Exquisite Form Brassiere, Inc. through the Grey Advertising Agency, Inc.

Ann Sothern's brilliant career had an early start. She was an excellent pianist and talented composer as a youngster. After high school she went to New York, where she appeared in such musical hits as "America's Sweetheart" and "Of Thee I Sing." Her early movies were "Panama Hattie" and "As Thousands Cheer." She won wide acclaim for her poignant portrayals of the good-hearted Maisie in a series of films based on that character.

(more)



MEMORANDUM

TO: THE BOARD OF DIRECTORS  
FROM: THE MANAGER  
SUBJECT: [Illegible]

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On NBC-TV, she won new laurels starring in a colorcast of "Lady in the Dark." Nightclub appearances have rounded out her varied career.

The full-hour variety shows will be produced by Jack Rayel -- who was previously associated with "Hallmark Hall of Fame," "Producers' Showcase" and "Home" -- and will be directed by Kirk Browning, whose long list of TV credits includes "Amahl and the Night Visitors," "War and Peace" and "Reunion in Vienna."

-----O-----

NBC-New York, 9/12/57



on 10-10-44, the two men were arrested in a collection of items  
in the "Dell" building, approximately 1000 feet from the  
office.

The full-time security guard will be provided by the

Hotel -- two men previously associated with "Baltimore" and  
"New York" -- "Proctor" and "Harris" -- and will be assigned  
to the building. The two men will be assigned to the  
and the "Dell" building. The two men will be assigned to the

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Proctor, New York, 10-10-44



# TRADE NEWS

September 12, 1957

'THE JANE WYMAN SHOW' STARTS THIRD SEASON  
ON NBC-TV THURSDAY NIGHT, SEPT. 26

Jane Wyman returns to the NBC-TV network for her third season as star and hostess of THE JANE WYMAN SHOW for the 1957-58 season starting Thursday, Sept. 26 (10:30-11 p.m., NYT).

Quaker Oats through the Needham, Louis and Brorby advertising agency and Hazel Bishop through the Raymond Spector, Inc., advertising agency are the sponsors.

Following the format of last season, Miss Wyman will again appear as hostess of each program in addition to starring in many of them. Top names of stage, screen and television will appear in the filmed telecasts starring Miss Wyman, in addition to the programs in which she serves only as hostess. The series will bring viewers stories of suspense, mystery and adventure.

(more)



(Continued from page 1)

THE NEW YORK TIMES  
PUBLISHED DAILY  
EXCEPT SUNDAYS AND HOLIDAYS  
5 CENTS PER COPY

The New York Times is a daily newspaper published in New York City. It is one of the most influential newspapers in the world. The paper is known for its high-quality journalism and its commitment to reporting the news as it happens.

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The New York Times is a daily newspaper published in New York City. It is one of the most influential newspapers in the world. The paper is known for its high-quality journalism and its commitment to reporting the news as it happens.

For a girl who wound up as the "face on the cutting room floor" in her first movie, "My Man Godfrey," some 15 years ago, Jane Wyman has emerged as one of the industry's finest actresses in both motion pictures and TV. She won the coveted "Oscar" for her performance in "Johnny Belinda" and her roles in such films as "The Yearling," "The Glass Menagerie" and "Stage Fright" have not lessened that prestige.

Miss Wyman's interest in television dates back nine years, when she obtained TV rights when Warners renewed her contract. "An actress' function is to appear before audiences," she comments, "and now TV has the largest audience of any medium in the entertainment field."

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NBC-New York, 9/12/57







## TRADE NEWS

September 12, 1957

'THE GISELE MacKENZIE SHOW'--MUSIC-VARIETY SERIES--

STARTS ON NBC-TV SATURDAY, SEPT. 28;

ART LINKLETTER IS FIRST GUEST STAR

THE GISELE MacKENZIE SHOW, a weekly series of musical variety spiced with comedy and starring versatile Gisele MacKenzie, will make its debut on NBC-TV, Saturday, Sept. 28 (9:30-10 p.m., EDT).

On the premiere show, Art Linkletter will be guest star. Linkletter will be making his debut as a singer.

The program will be sponsored on alternate weeks by Eversharp, represented by the Benton & Bowles Inc., and Scott Tissues, through the J. Walter Thompson Company.

The series will mark Miss MacKenzie's initial venture with a show of her own. The young singer has been associated with a variety of presentations on both television and radio, including a four-year stint on NBC-TV's "Your Hit Parade."

On some weeks, she will sing a number of songs. On other weeks, she may act, play the violin or piano or do comedy routines with visiting guests. She describes her own format as "no format at all."

(more)

• *Wissenschaftliche Grundlagen der Betriebswirtschaftslehre* (Prof. Dr. Dr. h.c. Grottel)

2 - 'The Gisele MacKenzie Show'

"The Gisele MacKenzie Show" will be produced by J & M Productions, a company headed by veteran comedian Jack Benny. He is personally supervising many facets of the show.

Head writer and producer of Miss MacKenzie's show is Charles Isaacs, one of the most experienced writers in television.

Axel Stordahl will be musical director. Stordahl has been associated with Frank Sinatra, Doris Day and Eddie Fisher, among others.

The program will originate live from the NBC-TV studios in Hollywood.

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NBC-New York, 9/12/57





# NBC COLOR TELEVISION NEWS

September 12, 1957

DEBBIE REYNOLDS AND MIKE TODD JOIN NBC COLORCAST

PREMIERE OF 'THE EDDIE FISHER SHOW' STARRING

EDDIE FISHER AND GEORGE GOBEL OCT. 1

Debbie Reynolds and producer Mike Todd will be guests on the premiere colorcast of THE EDDIE FISHER SHOW starring Eddie Fisher and George Gobel on Tuesday, Oct. 1 (NBC-TV, alternating Tuesdays, 8 p.m., EDT, in color and black and white).

Debbie Reynolds, in private life Mrs. Eddie Fisher, will sing "Tammy," her latest recording, which is currently one of the top records in the country. Gobel will provide comedy interludes in the program and will join Eddie in a song duet. Mike Todd will be called Fisher's "mystery guest" and will appear intermittently throughout the show.

Fisher will introduce two new songs on the premiere show -- "Sayonara" the title song from the motion picture of the same name and "Philadelphia," a song in tribute to his hometown. Fisher himself had a hand in the writing of the latter song. A third number will be "Around the World."

(more)





Elaine Dunn, musical comedy singer and dancer, will appear on the Fisher premiere in the first of a series of guest bookings set for the season.

"The Eddie Fisher Show" starring Eddie Fisher and George Gobel is produced by Jule Styne and directed by Barry Shear. The writers will be Herbert Baker, Harvey Orkin and Joe Quillan. Comedy star Eddie Cantor will act as special production consultant and the musical director will be Buddy Bregman. The series, produced by Ramrod Productions, Inc., will be sponsored by the Radio Corporation of America, the Whirlpool Corporation and the Liggett and Myers Tobacco Co. Kenyon and Eckhardt, Inc. is the agency for the Radio Corporation of America and for the Whirlpool Corporation. McCann-Erickson, Inc. is the agency for the Liggett and Myers Tobacco Company.

On alternate weeks (beginning Sept. 24), THE GEORGE GOBEL SHOW starring George Gobel and Eddie Fisher will be colorcast in the same Tuesday time-spot.

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NBC-New York, 9/12/57





SPOT SALES

# News

## CARL R. SCHUTZ JOINS SALES STAFF OF NBC RADIO SPOT SALES

Carl R. Schutz has joined the sales staff of NBC Radio Spot Sales, it was announced today by Fred Lyons, Eastern Division Manager of NBC Radio Spot Sales.

Mr. Schutz joined NBC in June, 1954, as an account executive in WRCA Radio Sales. He was previously a time salesman for WATV, Newark (1953-54); WPAT, Paterson, N.J. (1951-53) and WNJR, Newark (1947-51).

A graduate of Fordham University and a World War II army veteran, Mr. Schutz lives in Fair Haven, N.J.

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NBC-New York, 9/12/57





NBC-TV NEWS

CREDITS FOR 'THE BOB CUMMINGS SHOW' ON NBC-TV

TIME: NBC-TV, Tuesdays, 9:30-10 p.m., EDT,  
starting Sept. 24, 1957.

STAR: Bob Cummings as Bob Collins.

CAST: Rosemary DeCamp as Margaret MacDonald,  
Ann B. Davis as Schultzy and Dwayne  
Hickman as Chuck MacDonald.

PREMIERE SHOW TITLE: "Air Force Calls Bob -- Grandpa  
Answers"

PREMIERE SHOW CAST: Bob Cummings in dual role as Bob  
Collins and Grandpa Collins;  
Rosemary DeCamp, Ann B. Davis,  
Dwayne Hickman, Ingrid Goude as  
herself, Miss Sweden; John Hoyt as  
General Frank Tallman, James Seay  
as Major Allen Stanley, Robert  
Crosson as Joe and Jack Dimond as  
Russ, two young airmen; and Paul E.  
Burns as Clifford, a messenger boy.

PRODUCER: Paul Henning

ASSISTANT PRODUCER: Eddie Rubin

DIRECTOR: Bob Cummings

WRITERS: Paul Henning, Shirl Gordon and Dick  
Wesson.

CAMERAMAN: Harry Wild, A.S.C.

(more)



2 - Credits -- 'The Bob Cummings Show'

ASSISTANT DIRECTOR: Joe Depew

SUPERVISING FILM EDITOR: Guy Searpitta

SPONSORS AND AGENCIES: On alternate weeks by the R.J.  
Reynolds Tobacco Co. (William Esty  
Co., Inc.), starting Sept. 24, and  
Chesebrough-Pond's, Inc., (McCann-  
Erickson, Inc.) starting Oct. 1.

THEME SONG: "A Romantic Guy, I" by Frank Stanton.

ORIGINAL PREMIERE DATE: NBC-TV, Jan. 2, 1954

NBC PRESS REPRESENTATIVES: Al Cammann (New York) and Jane  
Westover (Hollywood).

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NBC-New York, 9/12/57

ORIGINAL ARTICLES

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GEORGE GOBEL TO BE GIVEN AWAY (FOR A DAY) AS FIRST PRIZE IN 'TODAY'  
CONTEST OPEN TO VIEWERS OF FIRST 'GEORGE GOBEL SHOW' COLORCAST

"Lonesome George" Gobel will be given away for one day as the first prize in a contest to be held on NBC-TV's TODAY show.

The diminutive comedian will be the prize-for-a-day to a viewer of the premiere of THE GEORGE GOBEL SHOW starring George Gobel and Eddie Fisher (Tuesday, Sept. 24, 8-9 p.m., EDT. in color and black and white) who writes a winning 25-word answer to the query: "What would I do with George Gobel if I won him for our town?" Letters will be judged for originality and aptness of thought.

Gobel will spend a day as the guest of the winner's hometown. He will fulfill the request in the winning letter and also will present a program of entertainment for the townspeople in some local auditorium or theatre.

The writer of the winning letter also will win an RCA Victor Aldrich 21" Color Television set, complete with a one-year service contract with the RCA Service Company.

Letters should be addressed to "Today," Post Office Box 21, Brooklyn, N.Y., on or before midnight, Sunday, Sept. 29.

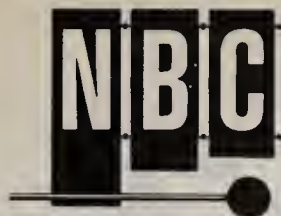
Gobel is prepared to attempt to fulfill any request which wins the contest. "If they want me to shinny up a greased flagpole on the town square, I'm for it," he says.

The contest will be promoted on "Today" beginning Monday, Sept. 16 ("Today" is telecast Mondays through Fridays 7-10 a.m., EDT on the NBC-TV Network except WRCA-TV, and on WRCA-TV only, 7-9 a.m., EDT.)

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## TRADE NEWS

September 12, 1957

'THE FORD SHOW' STARRING TENNESSEE ERNIE FORD  
RETURNS TO NBC-TV THURSDAY NIGHT, SEPT. 26

Tennessee Ernie Ford will return to the air on Thursday, Sept. 26 for his second season as star of THE FORD SHOW (NBC-TV, 9:30 p.m., NYT). Sporting his summer tan and a new "crew cut" he will welcome Jane Wyman as guest star on the season's opening show.

Ernie and Jane will turn their attention to opening night superstitions, which they will pooh-pooh until Ernie remembers some of his own Tennessee superstitions. Musical numbers for Ernie on the program will be "Middle of an Island," "Just a Closer Walk With Thee" and a duet which he will join with Jane Wyman.

A 20 voice choral-dance group, composed of 12 men and eight women, will offer a production number of "Lover." Harry Geller joins the show as musical director.

Alan "Bud" Yorkin again will be producer-director. Writers are Roland Kibbie and Norman Lear, and Ward Ellis is choreographer.

The program is sponsored by the Ford Division of the Ford Motor Company. J. Walter Thompson is the agency.

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NBC-New York, 9/12/57



September 15, 1994

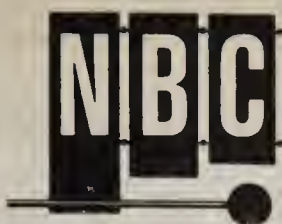
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A SERVICE OF



September 13, 1957

ROBERT W. SARNOFF OUTLINES FUTURE CREATIVE ACTIVITIES OF  
NBC TELEVISION NETWORK AT AFFILIATED STATION MEETING;  
PROGRESS REPORT ON TV SALES AND PROGRAMS PRESENTED

A progress report on NBC-TV sales and programming, both nighttime and daytime, as well as plans for future creative activities were outlined today by executives of the National Broadcasting Company, at a meeting of the network's affiliated station executives.

The occasion was the final morning session of a three-day (Sept. 11-13) meeting between executives of NBC-TV affiliates and officials of the network at the Waldorf-Astoria Hotel.

The audience, consisting of more than 400 broadcasting executives, advertising agency officials and members of the press, heard Robert W. Sarnoff, President of NBC, announce plans to establish an NBC-TV program development unit in the field of entertainment to screen and sift an inventory of new program ideas for the Summer and Fall of 1958.

"Next month, Bob Kintner, Manie Sacks and I plan to assemble all the creative staff people at NBC and those under contract, together with top outside production agencies, and begin screening and sifting an inventory of new program ideas for the Summer and Fall of 1958," Mr. Sarnoff said. "Working together, we'll select the ones

(more)







which look best to us, decide who can best develop them and then start them rolling for future use."

Mr. Sarnoff said that the planned new special unit, for entertainment shows, a counterpart of the network's Special Projects unit already in operation, would also study the problem of Summer television programming.

"Perhaps the Summer will become our training camp for program tryouts and new star development," he said. "Perhaps, eventually, the Summer will become an opener for the succeeding season, instead of the tail end of the old one!"

He said that the network had already laid out program types it wanted developed as new properties to meet long-range needs. He reiterated the network's intentions to work well ahead of requirements so that the program schedule could be continuously refreshed.

Mr. Sarnoff said the drive for leadership by a network and its affiliated stations had as its heart the development and maintenance of the most effective schedule for the audience and the advertiser. "This is the network's creative function," he said, "and I'd like to discuss it, because it sometimes gets into a confusion of terms."

He challenged the idea that a network's creativity should be measured solely by the number of programs it produces with its own staff.

"Certain shows -- like the news programs, the information and public affairs shows, the documentaries and some of the straight entertainment programs, are created and produced by NBC staff people,

(more)



with talent under contract. Others are created and produced on the outside and brought in to us. And in between is a whole range of programs with various degrees of NBC creative participation," he said.

He emphasized that whatever the extent of network activity in the development or production of individual shows, the construction of the NBC schedule is the job for which the network is wholly responsible. "And this is a creative job that goes beyond fitting the right type of show to the right period for audience purposes," he said. "It also involves designing a schedule that will support a planned sales and competitive strategy; because we are businessmen as well as showmen, and one will not work without the other."

Robert E. Kintner, Executive Vice President, Program and Sales, for NBC-TV, reviewed the network's objectives for 1957-58 and summarized the network's program and sales philosophies.

Don Durgin, Vice President, Sales Planning, for NBC-TV presented a special cellomatic presentation on "Network Television 1957-1958," containing new material on NBC and the other networks.

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NBC-New York, 9/13/57







September 13, 1957

RESOLUTIONS ADOPTED BY NBC TELEVISION AFFILIATES  
AT ANNUAL CONVENTION IN NEW YORK

The following resolutions were unanimously adopted today by the NBC Television Affiliates at their annual convention at the Waldorf-Astoria Hotel, New York:

Be it resolved that the NBC Television Affiliates

1. Unanimously endorse the creative planning of the NBC Television Network and the steps it has taken to develop a program structure which will offer the public the most comprehensive and attractive programming in the history of television;

2. Commend the NBC Television Network for its extensive and effective promotion plans for the 1957-1958 season;

3. Pledge their full support to NBC in accomplishing its plans and objectives to make and keep the NBC Television Network the Number One Network in its service to the public, to advertisers, and to affiliates.

\* \* \*

(more)





2 - Resolutions Adopted

Be it resolved that the NBC Television Affiliates  
Unanimously express to NBC their appreciation for  
the spirit of cooperation with which it has considered and  
acted upon the suggestions of the NBC-TV Affiliates Ex-  
ecutive Committee, representing the interests of all NBC  
Television Affiliates.

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NBC-New York, 9/13/57



# NBC RADIO NETWORK NEWS

September 13, 1957

## PROCTER AND GAMBLE CO. RETURNS TO NETWORK RADIO

The return of Procter and Gamble Co. to network radio was announced today by Matthew J. Culligan, Vice President in charge of the NBC Radio Network, at the meeting of NBC Radio Network Affiliates in Hotel Waldorf-Astoria, New York.

The Procter and Gamble contract involves a large schedule of participations in various network programs on NBC Radio for 52 weeks, with 13-week options.

In making the announcement, Mr. Culligan said: "The Procter and Gamble contract is not a sale -- it is a buy, from one of the most deliberate advertisers in America. It marks the return of the belwether account to network radio on a major basis for the first time in almost two and a half years, and signifies the recognition of radio as a major national advertising medium."

Compton Advertising, Inc., is the agency for Procter and Gamble Co.

NBC-New York, 9/13/57







September 13, 1957

NBC RADIO AFFILIATES CONCLUDE ANNUAL MEETING IN NEW YORK

The following statement was issued by the NBC Radio Affiliates at the conclusion of their annual meeting at the Waldorf-Astoria Hotel, New York, Thursday, Sept. 12, 1957:

"The NBC Radio Network Affiliates have listened today with interest and enthusiasm to the reports of network officials on the tremendous progress on all fronts during the past year. They were particularly gratified by the upsurge in sponsored time which has given NBC undisputed leadership in the radio industry. The announcement of new and impending sales to major advertisers was seen as further evidence of the radio network's great vitality. The affiliates commended the network for its continued effort to strengthen its program structure and enlarge its area of service to the public."

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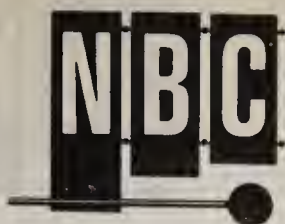
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A SERVICE OF



September 13, 1957

NBC TELEVISION EXECUTIVES COMMITTEE ELECTS OFFICERS;

WALTER J. DAMM (WTMJ-TV) AGAIN CHOSEN AS CHAIRMAN

Walter J. Damm, Vice President and General Manager of WTMJ-TV, Milwaukee, Wis. was re-elected unanimously as Chairman of the NBC Television Affiliates Executive Committee at the annual meeting of the affiliates at the Waldorf-Astoria Hotel in New York concluding today.

Other officers including this year a second Vice Chairman, elected at the meeting are: Jack Harris, Vice Chairman, representing the basic affiliates, and Vice President and General Manager of KPRC, Houston, Tex.; Harold Essex, Vice Chairman, representing optional stations, and Vice President and General Manager of WSJS-TV, Winston-Salem, N.C.; Harold Stuart, Secretary-Treasurer, and President of KVOO-TV, Tulsa, Okla.

Mr. Harris and Mr. Stuart are newly elected members. Appointed to fill vacancies on the NBC-TV Affiliates Executive Committee were Richard O. Dunning, President and General Manager of KHW-TV, Spokane, Wash.; and Robert Ferguson, Executive Vice President of WTRF-TV, Wheeling, W. Va.

Other members of the Executive Committee are: Ewing F. Kelly, President and General Manager of KCRA-TV, Sacramento, Calif., Ralph Evans, Executive Vice President of WOC-TV, Davenport, Iowa; John H. DeWitt, President of WSM-TV, Nashville, Tenn., and Joseph H. Bryant, Vice President and General Manager of KCBD-TV, Lubbock, Tex.

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# TELEVISION NEWS

A SERVICE OF



September 13, 1957

'ALCOA THEATRE' AND 'GOODYEAR THEATER'--ALTERNATING MONDAY SERIES--  
TO START ON NBC-TV; WEEKLY SUBTITLE IS 'A TURN OF FATE'

A new series of half-hour dramas to be presented on alternate weeks by ALCOA THEATRE and GOODYEAR THEATER, with the weekly sub-title "A Turn of Fate," will begin on NBC-TV Monday, Sept. 30, 9:30-10 p.m., NYT. (The first Goodyear program will be presented Sept. 30 and the premiere Alcoa telecast on Oct. 7.)

David Niven, Robert Ryan, Jane Powell, Jack Lemmon and Charles Boyer will be rotating stars of the stories. On some special occasions guest stars will be invited to join the regulars.

Sponsors of the series are the Aluminum Company of America, represented by the Fuller & Smith & Ross, Inc., advertising agency and Goodyear Tire & Rubber Company, represented by Young & Rubicam, Inc.

The stories, which will be on film, will encompass adventure, mystery, suspense and, occasionally, a comedy. They will be written by selected Hollywood craftsmen. Robert Fellows, one of Hollywood's leading independent producers, will make his debut as a television producer with the series.

The stories will be filmed at the R-K-O Pathe Studios in Culver City, Calif., by Dayton Productions, a subsidiary of 4-Star Films.

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CREDITS FOR NBC-TV'S "ALCOA THEATRE" AND "GOODYEAR THEATER"  
(Alternating Programs)

(Weekly Subtitle: "A Turn of Fate")

DATE: Mondays, 9:30-10 p.m., NYT

STARTING DATES: (for Goodyear) Monday, Sept. 30  
(for Alcoa) Monday, Oct. 7

FORMAT: Dramas of Adventure, mystery and suspense; occasionally a comedy.

STARS: Rotating: David Niven, Robert Ryan,  
Jane Powell, Jack Lemmon, Charles Boyer

PRODUCER: Robert Fellows

DIRECTOR: Various

WRITERS: Various

CASTING: Marge McKay

CAMERAMAN: George Diskant

FILM EDITOR: Bernard Burton

FILMED AT: RKO Pathe, Culver City, Calif.

ORIGINATION: Hollywood

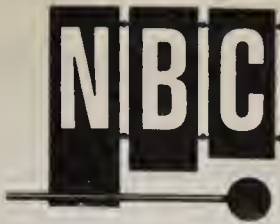
SPONSORS: Aluminum Company of America (Alcoa)

AGENCIES: Fuller & Smith & Ross, Inc., for  
Alcoa; Young & Rubicam, Inc., for  
Goodyear

NBC PRESS REPRESENTATIVES: George Norford, NBC New York; Don  
Jones, Hollywood.

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A SERVICE OF



September 13, 1957

WORLD SERIES TO BE FEATURED ON NBC TELEVISION AND RADIO AS  
'GILLETTE CAVALCADE OF SPORTS' FEATURE BEGINNING OCT. 2;  
GAMES IN AMERICAN LEAGUE PARK WILL BE COLORCAST

Color television will be in the picture when the National Broadcasting Company, for the 11th consecutive year, televises the World Series, starting Wednesday, Oct. 2. Baseball's Fall classic also will be carried by the NBC Radio Network.

NBC's television and radio coverage will be sponsored by the Gillette Safety Razor Company as a "Gillette Cavalcade of Sports" feature. Maxon, Inc., is the advertising agency for Gillette.

All Series games played in the park of the American League pennant-winner will be televised in color as well as black and white. The first and second contests will be played in the American League city, as will the sixth and seventh games, if necessary. Thus if this year's Series follows the pattern of 1955 and 1956 and goes the maximum seven games, four games will be colorcast.

(more)





## 2 - World Series

If the pennant races hold to their present form and the current leaders capture their league titles, the World Series contenders would be the New York Yankees and Milwaukee Braves. This would place the first and second games (both in color TV) in the Yankee Stadium in New York on Oct. 2 and 3; games three, four and (if necessary) five in Milwaukee's County Stadium on Oct. 5, 6 and 7, and any remaining contests needed to decide the best-four-of-seven competition back in New York on Oct. 9 and 10 (again in color TV). There will be an open day for travel Oct. 4 and 8 when the Series shifts parks.

NBC will start its TV and radio coverage each day at 12:45 p.m. local time, 15 minutes before game time. New York telecasts would begin at 12:45 p.m., NYT, and Milwaukee telecasts at 2:45 p.m., NYT.

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NBC-New York, 9/13/57



CREDITS FOR 'TWENTY-ONE' ON NBC-TV

TIME: Mondays, 9 to 9:30 p.m., EDT

EMCEE: Jack Barry

FORMAT: Quiz show with two contestants competing to reach 21 points by answering questions from assigned categories. Questions are graded from one to 11 points according to difficulty, and contestants select the level they desire in each category. Contestants are in separate soundproof studios, unaware of the other's progress in the race to 21 points. Either contestant may halt the game after the second round of questioning if he feels he is ahead of his opponent. The winner receives \$500 per point for the difference between his score and the loser's score. The stakes go up \$500 after each tie game. A winning contestant may continue to oppose new challengers until he is defeated or elects to leave with the money he has won. The amount won by a victorious challenger is subtracted from the defeated champion's total.

(more)



2 - Credits for 'Twenty-One'

PACKAGERS: Jack Barry and Dan Enright  
EXECUTIVE PRODUCER: Robert Noah.  
PRODUCER: Albert Freedman  
DIRECTOR: Charles Dubin  
ANNOUNCER: Bill McCord  
MUSIC DIRECTOR: Paul Taubman  
THEME MUSIC: "Twenty-One," written by Paul Taubman  
TECHNICAL DIRECTOR: Dan Zampino  
SCENIC DESIGNER: Jack Landau  
UNIT MANAGER: Hugh Branigan  
SPONSOR: Pharmaceuticals, Inc.  
AGENCY: Parkson Advertising Agency, Inc.  
ORIGINATION: Live, from NBC Studios in New York  
TOP WINNER ON PROGRAM: Charles Van Doren -- \$129,000 (reached a  
high of \$143,000 before being defeated).  
PROGRAM BEGAN: Sept. 12, 1956  
NBC PRESS REPRESENTATIVE: Bob Goldwater (New York).

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NBC-New York, 9/13/57







# NBC COLOR TELEVISION NEWS

September 13, 1957

"ANNIE GOT HER GUN, DREW A BEAD ON AUDIENCE, AND CAPTURED IT"--  
THAT'S A SAMPLING OF BRAVOS FOR MARY MARTIN-JOHN RAITT  
HIT THAT'S HEADED FOR NBC THANKSGIVING EVE COLORCAST

"Annie got her gun on Thursday evening at the Curran Theatre (San Francisco), drew a bead on the heart of the audience, and immediately captured it."

Thus wrote Paine Knickerbocker in the San Francisco Chronicle following the recent opening of Irving Berlin's smash musical "Annie Get Your Gun."

Since NBC-TV will offer the same show with the same stars -- Mary Martin and John Raitt -- and with the same wondrous Berlin song as a two-hour Thanksgiving Eve colorcast Wednesday, Nov. 27 (8:30-10:30 p.m., EST), potential viewers might be interested in what the San Francisco papers had to say.

"Annie Hits Bulls-Eye" was the headline over critic Bob Hall's review in the Call-Bulletin; and this is the way he started his story:

"There may have been more exciting nights than the opener of 'Annie Get Your Gun.'

"But we can't remember when.

(more)



"Mary Martin, John Raitt and company simply stood the audience on its collective ears."

Under the heading "Mary Martin's Magic Widely Applauded," the Paine Knickerbocker review in the Chronicle continued"....From the moment Mary bugs out her eyes at the discovery that she has shot a bird from the hat of Reta Shaw, the Irving Berlin musical is a whopping success, and had not Miss Martin herself stopped the wild applause after the performance, I suspect there still might be a few happy patrons in the theatre, enthusiastically clapping their hands and shouting their delight at the magic of the leading lady."

According to Emilia Hodel of the News: "Mary Martin brought extra magic to a very special show last night. It was 'Annie Get Your Gun.'

"'Annie' always has been a gay and spirited musical, but Mary Martin's warmth and charm and comedy timing and all-around 'show biz' know-how sparked 'Annie' with new fun and vigor."

And, said Hortense Morton of the Examiner: "'Annie Get Your Gun' is a feast for the eyes....filled with wonderful cocky banter....Every moment is a big one because this is one of the tightest scripts in stage business -- no unnecessary bits...and Irving Berlin's music and lyrics give you a jolt....suddenly, you are aware that every one is a hit -- a hit that you remember fondly."

Across the country the New York Times took up the chorus of praise with a review from its San Francisco correspondent that was headlined "Mary Martin Hits Bulls-eye on Coast in a Revival of 'Annie Get Your Gun'."

The Times review said: "Mary Martin, with gun blaring and the audience cheering and whistling, charged on a bay horse over the stage of the Curran Theatre last night....and captivated the throng."

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NBC-New York, 9/13/57



"Night Song," John Auden and company always show the

license on the collection and

Under the heading "Night Song" Auden's "Night Song"

a fine collection of poems in the "Night Song" series...

a second very large one has been at the University of...

and from the list of his books, the first book in the...

going ahead, and has not been written yet. The first...

place after the first book, I suspect there will be a...

happy poem in the first, which is the first of the...

and showing their delight in the "Night Song"...

According to Auden's model of the "Night Song"...

the first is a very special case. It is the first...

of the...

"Night Song" has been a very and beautiful collection...

the first's name and name and name and name...

the first's name and name and name and name...

And, and the first's name and name and name...

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CREDITS FOR 'THE POLLY BERGEN SHOW' ON NBC-TV

TIME: NBC-TV, 9-9:30 p.m., NYT, alternate  
Saturdays.

STARTING DATE: Saturday, Sept. 21, 1957

STAR: Polly Bergen

FORMAT: Half-hour variety show starring Polly  
Bergen's songs and visits by guest  
stars.

PACKAGER: KAM Productions

SPONSOR: Max Factor and Co., through Doyle  
Dane Bernbach, Inc.

PRODUCER-DIRECTOR: Bill Colleran

ASSOCIATE PRODUCER: Stanley Poss

MUSIC CONDUCTOR: Luther Henderson Jr.

SCENIC DESIGNER: Paul Barnes

UNIT MANAGER: Al Sher

WRITERS: Mike Stewart, Phil Minoff and Tom  
Murray.

ORIGINATION: Century Theatre, New York City.

NBC PRESS REPRESENTATIVE: Joe Mehan, New York.

THEME SONG (Closing): "The Party's Over," music by Jules  
Styne, lyrics by Betty Comden and  
Adolph Green.

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WBC-TV NEWS (WBC-TV)

TIME: 10:00 P.M. - 10:30 P.M.  
STATION: WBC-TV  
DATE: 10/10/77  
BY: [Name]  
TITLE: [Title]  
SUBJECT: [Subject]  
[Main body of the report, including details of the event, interviews, and observations. The text is mirrored and appears to be a transcription of a broadcast or a document that has been scanned twice, resulting in a double-image effect. The content is largely illegible due to the quality of the scan and the orientation of the text.]



## FEATURE

September 13, 1957

### TEN OUT OF SIXTEEN FAIRY TALES SELECTED FOR NBC TELECASTS OF 'SHIRLEY TEMPLE STORY BOOK'

Ten of the 16 fairy tales which will be presented on SHIRLEY TEMPLE'S STORY BOOK on NBC-TV, beginning Sunday, Jan. 12, have been selected.

The stories will include: "Beauty and the Beast" by Madame Le Prince de Beaumont; "The Valiant Little Tailor" ("The Gallant Tailor") by the Brothers Grimm; "Son of Aladdin" by Noel Langley; "Rumpelstiltskin" by the Brothers Grimm; "The Emperor's Nightingale" by Hans Christian Andersen, "The Legend of Sleepy Hollow" by Washington Irving; "Dick Whittington and His Cat"; "The Magic Fishbone" by Charles Dickens; "The Wild Swans" by Hans Christian Andersen, and "Rapunzel" by the Brothers Grimm.

Shirley Temple will act as hostess and narrator for the series which will be produced by Alvin Cooperman for Henry Jaffe Enterprises in association with Screen Gems, Inc. Norman Lessing will be the associate producer and script editor for the series.

The television adaptations of the classic fairy tales, adventure stories and fantasies which will make up the series will be written by 10 different writers. The writers and their

(more)





## 2 - Shirley Temple's Story Book

assignments are: Noel Langley -- "Son of Aladdin" (this is an original story adapted from Langley's own book "The Tale of the Land of Green Ginger"); Margaret Fitts -- "The Magic Fishbone"; Norman Lessing -- "The Legend of Sleepy Hollow"; Jean Holloway -- "The Wild Swans"; Joseph Schrank -- "Beauty and the Beast"; Alvin Sapinsley -- "The Emperor's Nightingale"; Frank Gabrielson -- "Dick Whittington and His Cat"; Gabrielle Upton -- "Rumpelstiltskin"; Stan Cutler -- "The Valiant Little Tailor," and F. William Durkes, Jr. -- "Rapunzel."

Mitch Leisen is executive consultant for the series. Producer Alvin Cooperman also is being aided by William Phillipson, executive producer for the Jaffe Enterprises.

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NBC-New York, 9/13/57





CREDITS FOR "THE FORD SHOW" ON NBC-TV

TIME: Thursdays, 9:30-10 p.m., NYT

SEASON PREMIERE DATE: Thursday, Sept. 26

ORIGINAL PREMIERE DATE: Thursday, Oct. 4, 1956

STAR: Tennessee Ernie Ford

FORMAT: Musical comedy series with weekly  
guest stars.

CAST: Vocal-dance group consisting of 12  
men and eight women.

PRODUCER-DIRECTOR: Alan "Bud" Yorkin

WRITERS: Roland Kibbie and Norman Lear

MUSICAL DIRECTOR: Harry Geller

CHOREOGRAPHER: Ward Ellis

THEME SONG: Bless Your Pea Pickin' Heart by  
Harry Geller

LIGHTING DIRECTOR: John Freschie

AUDIO DIRECTOR: Art Brearley

SET DESIGN: Ed Stephenson

WARDROBE: Ret Tirmer

UNIT MANAGER: Bill Atkinson

SPONSOR: Ford Division of the Ford Motor  
Company

AGENCY: J. Walter Thompson Company

ORIGINATION: NBC's Color City in Burbank, Calif.

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NBC-New York, 9/13/57





# NBC COLOR TELEVISION NEWS

NBC COLOR TELECAST SCHEDULE  
Sept. 22-28 (All Times EDT)

Sunday, Sept. 22

- 4-5 p.m. -- MAURICE CHEVALIER'S PARIS -- The Chevalier-eye view of Paris. (Repeat)
- 5-5:30 p.m. -- THE NAVY MEN -- A film showing how Navy men are trained.
- 6:30-7 p.m. -- MY FRIEND FLICKA -- With Johnny Washbrook, Gene Evans and Anita Louise. (Premiere)
- 9-10 p.m. -- THE ALCOA HOUR -- "Night," starring Franchot Tone, E.G. Marshall and Jason Robards, Jr.

Monday, Sept. 23

- 1:30-2:30 p.m. -- CLUB 60.
- 3-4 p.m. -- NBC MATINEE THEATER -- "The Story of Sarah."
- 7:30-8 p.m. -- THE PRICE IS RIGHT, with Bill Cullen as emcee. (Premiere)
- 9:30-10:30 p.m. -- ELEVEN AGAINST THE ICE -- Filmed story of how an Army-Navy trail party set up a base for U.S. scientists in Little America; narrated by James Gardiner, a Navy construction driver.

(more)





2 - Color Schedule for Sept. 22-28

Tuesday, Sept. 24

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "The Waiting Swan."

8-9 p.m. -- THE GEORGE GOBEL SHOW starring George Gobel and Eddie Fisher; guests are Fred MacMurray, Shirley Harmer, the Johnnie Mann Singers, Jeff Donnell, Tommy Noonan, Pete Marshall and dancer Barbara Bostock. (Premiere)

Wednesday, Sept. 25

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "One Mummy Too Many."

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Vengeance," starring Cliff Robertson, Ed Binns and Ann Wedgeworth.

Thursday, Sept. 26

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "Hearthstones."

7:30-8 p.m. -- TIC TAC DOUGH -- With Jay Jackson as emcee.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- A music-variety show, with the Modernaires and Paula Kelly. Tennessee Ernie Ford is tonight's guest. (Premiere)

Friday, Sept. 27

1:30-2:30 p.m. -- CLUB 60.

3-4 p.m. -- NBC MATINEE THEATER -- "The Reluctant Heiress."

Saturday, Sept. 28

8-9 p.m. -- THE PERRY COMO SHOW -- Perry's guests tonight are Pearl Bailey, Julie Wilson, Kukla, Fran and Ollie, and Tab Hunter.

10:30-11 p.m. -- YOUR HIT PARADE -- With vocalists Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

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NBC-New York, 9/13/57





# NBC COLOR TELEVISION NEWS

## NBC COLOR TELECAST SCHEDULE

OCTOBER, 1957

(All Times EDT through Oct. 26; EST thereafter)

CLUB 60 -- 1:30-2:30 p.m. -- Mondays through Fridays (Except days when World Series Games are played).

NBC MATINEE THEATER -- 3-4 p.m. -- Mondays through Fridays (Except days when World Series Games played).

ALL WORLD SERIES GAMES originating in the park of the American League pennant-winner will be presented in color. First and second games will be played Wednesday and Thursday, Oct. 2 and 3, in American League city. Sixth and seventh games, if necessary, also will be in American League city. (If Milwaukee Braves and Chicago White Sox are in Series, all games will be presented in color.)

\* \* \*

### Tuesday, Oct. 1

8-9 p.m. -- THE EDDIE FISHER SHOW -- Starring Eddie Fisher and George Gobel. Debbie Reynolds, Mike Todd and Elaine Dunn are guests.

### Wednesday, Oct. 2

9-10 p.m. -- KRAFT TELEVISION THEATRE. "Barefoot Soldier," starring Sal Mineo.

(more)





2 - COLOR SCHEDULE FOR OCTOBER, 1957

Thursday, Oct. 3

7:30-8 p.m. -- TIC TAC DOUGH -- With emcee Jay Jackson.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY. William Bendix is guest.

Saturday, Oct. 5

8-9 p.m. -- THE PERRY COMO SHOW.

10-11 p.m. -- THE DEAN MARTIN SHOW -- With guests Louis Prima and his wife Keely Smith, and entertainer Joel Grey.

Sunday, Oct. 6

6:30-7 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW -- With guests Jimmy Dean, Xavier Cugat and Abbe Lane.

Monday, Oct. 7

7:30-8 p.m. -- THE PRICE IS RIGHT -- With emcee Bill Cullen.

Tuesday, Oct. 8

8-9 p.m. -- THE GEORGE GOBEL SHOW -- Starring George Gobel and Eddie Fisher.

Wednesday, Oct. 9

9-10 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, Oct. 10

7:30-8 p.m. -- TIC TAC DOUGH.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

Saturday, Oct. 12

8-9 p.m. -- THE PERRY COMO SHOW.

10:30-11 p.m. -- YOUR HIT PARADE -- With vocalists Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

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3 - COLOR SCHEDULE FOR OCTOBER, 1957

Sunday, Oct. 13

6:30-7 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW -- With guests Dorothy Lamour and Johnny Puleo.

9-10:30 p.m. -- THE STANDARD OIL (NEW JERSEY) 75TH ANNIVERSARY SHOW -- With Tyrone Power as host and starring June Allyson, Marge and Gower Champion, Jimmy Durante, Brandon de Wilde, Bert Lahr, Eddie Mayehoff, Jane Powell, Kay Starr, Kay Thompson; production staged by Cyril Ritchard.

Monday, Oct. 14

7:30-8 p.m. -- THE PRICE IS RIGHT -- With emcee Bill Cullen.

Tuesday, Oct. 15

8-9 p.m. -- THE EDDIE FISHER SHOW -- Starring Eddie Fisher and George Gobel.

Wednesday, Oct. 16

9-10 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, Oct. 17

7:30-8 p.m. -- TIC TAC DOUGH -- With emcee Jay Jackson.

9:30-11 p.m. -- HALLMARK HALL OF FAME -- Marc Connelly's adaptation of his Pulitzer Prize-winning play, "The Green Pastures" -- With William Warfield, Eddie "Rochester" Anderson, Earle Hyman (other major stars to be announced), plus an all-Negro cast of sixty.

Saturday, Oct. 19

1:15 or 2:15 p.m. -- NCAA FOOTBALL GAME -- Big Ten Game. (Teams and starting time to be announced.)

8-9 p.m. -- THE PERRY COMO SHOW.

10:30-11 p.m. -- YOUR HIT PARADE -- With vocalists Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

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4 - COLOR SCHEDULE FOR OCTOBER, 1957

Sunday, Oct. 20

6:30-7 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW -- With Harlem Globe Trotters and Lou Costello as guests.

9-10 p.m. -- DINAH SHORE'S CHEVY SHOW -- With Nanette Fabray as guest.

Monday, Oct. 21

7:30-8 p.m. -- THE PRICE IS RIGHT -- With emcee Bill Cullen.

Tuesday, Oct. 22

8-9 p.m. -- THE GEORGE GOBEL SHOW -- Starring George Gobel and Eddie Fisher.

Wednesday, Oct. 23

9-10 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, Oct. 24

7:30-8 p.m. -- TIC TAC DOUGH -- With Jay Jackson as emcee.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

Friday, Oct. 25

9-10 p.m. -- THE BELL SYSTEM SCIENCE SERIES -- "The Strange Case of the Cosmic Rays."

Saturday, Oct. 26

8-9 p.m. -- THE PERRY COMO SHOW.

10:30-11 p.m. -- YOUR HIT PARADE -- With vocalists Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

Sunday, Oct. 27

6:30-7 p.m. -- MY FRIEND FLICKA

8-9 p.m. -- THE STEVE ALLEN SHOW.

9-10 p.m. -- DINAH SHORE'S CHEVY SHOW -- With guest Bob Cummings.

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5 - COLOR SCHEDULE FOR OCTOBER, 1957

Monday, Oct. 28

7:30-8 p.m. -- THE PRICE IS RIGHT

Tuesday, Oct. 29

8-9 p.m. -- THE EDDIE FISHER SHOW -- Starring Eddie Fisher and  
George Gobel.

Wednesday, Oct. 30

9-10 p.m. -- KRAFT TELEVISION THEATRE.

Thursday, Oct. 31

7:30-8 p.m. -- TIC TAC DOUGH -- With Jay Jackson.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY.

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NBC-New York, 9/13/57



NBC TRADE NEWS

PENNSYLVANIA LADY WINS "PRICE IS RIGHT" SHOWCASE;  
1,200,000 VIEWERS ENTERED WEEK'S CONTEST

Mrs. Eleanor Minor, 302 Logan Ave., North Hills, Pa., has won the "Student Showcase" on NBC-TV's THE PRICE IS RIGHT. Sonny Fox, substituting for vacationing emcee Bill Cullen, announced her name as the winner today.

Mrs. Minor guessed the price of the items exactly -- \$2,130.80. Some 1,200,000 home viewers sent in postcards trying to guess the price of the items displayed on the show during the week of Sept. 2-6.

The items which Mrs. Minor wins and their values are: Twin sectional sofa, \$523; wall book case, \$523; complete Modern Library collection of books, \$488.40; desk and chair, \$394; portable typewriter, \$127.50; bicycle, \$49.95; and linoleum flooring, \$24.95.

"The Price Is Right" is televised at 11 a.m., EDT, Monday through Friday.

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NBC-New York, 9/13/57





## TRADE NEWS

September 16, 1957

### FIRST PERMANENT OVERSEAS TV LINK NOW IN EFFECT WITH NBC 'CAVALCADE OF SPORTS' FIGHT RELAY TO CUBA

The first permanent overseas television link went into action Friday, Sept. 13 when the NBC-TV Gillette CAVALCADE OF SPORTS was relayed to Cuba, where it was carried by the CMBF-TV network.

The sports event was a middleweight bout originating in the Syracuse (N.Y.) War Memorial Auditorium between Randy Sandy of New York, and Franz Szuzina, of Bremen, Germany, with Szuzina getting the decision. The program, a Friday-evening series on the NBC schedule, is sponsored by the Gillette Safety Razor Company.

The second "Cavalcade of Sports" fight that Cuban boxing fans will see will be the light-heavyweight championship bout between titleholder Archie Moore and challenger Tony Anthony on Friday, Sept. 20.

The historic link-up between the United States and Cuba was made via a 180-mile "scatter" communications relay developed jointly by the American Telephone and Telegraph Company and the International Telephone and Telegraph Company. The "scatter" system permits over-the-horizon wireless transmission of TV programs.

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Goar Mestre, Cuban television pioneer and part owner of CMBF-TV, said that the Friday-night fights would be carried on a regular basis by that network under Gillette sponsorship.

Mr. Mestre also announced that the NBC-affiliated CMQ network, of which he is president, would carry the World Series live by means of the new link.

Friday night's program was not the first U.S. sports event seen live in Cuba. The CMQ network for the past three years has carried the World Series live by means of an airborne relay carried aboard a plane circling at a point between Key West and Havana.

"The overseas relay," Mr. Mestre said, "will make it possible for the Cuban audience to tune in U.S. programs regularly, and for American viewers to see Cuban shows. This exchange will undoubtedly contribute to strengthening the traditional ties of friendship that have for so long existed between the peoples of Cuba and the United States."

The "Gillette Cavalcade of Sports" carries boxing bouts on NBC-TV and NBC Radio every Friday at 10 p.m., EDT.

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NBC-New York, 9/16/57



LEHN AND FINK TO SPONSOR SEGMENT OF 'TRUTH OR CONSEQUENCES'

Lehn and Fink Products Corp., for its Lysol, will sponsor an alternate-week quarter-hour segment of TRUTH OR CONSEQUENCES, NBC-TV's high-rated daytime program, starting Sept. 19, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The 52-week order calls for the advertiser to sponsor the alternate Thursday, 11:30-11:45 a.m., NYT, segment of "Truth or Consequences." The program is telecast Monday through Friday from 11:30-12 noon, EDT.

The purchase was made through McCann-Erickson, Inc., advertising agency for Lehn and Fink.

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| MARX-TIME MARCH! GROUCHO'S "BET YOUR LIFE" STARTS FALL RADIO<br>SERIES IN NBC SATURDAY SPOT, BUT WILL SWITCH TO MONDAYS |
|-------------------------------------------------------------------------------------------------------------------------|

The first broadcast in the new Fall series of GROUCHO MARX-- YOU BET YOUR LIFE on NBC Radio begins Saturday, Sept. 21 (12:30-1 p.m., NYT). The second broadcast will be Monday, Sept. 30 (NBC Radio, 8:05-8:30 p.m., NYT) and the program will continue to be broadcast in that time-spot thereafter.

(GROUCHO MARX- YOU BET YOUR LIFE will be telecast on Thursdays, over NBC-TV, 8-8:30 p.m., NYT).

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# NBC COLOR TELEVISION NEWS

## SUGAR RAY ROBINSON REPLACES CAB CALLOWAY IN KING OF BABYLON ROLE OF 'THE GREEN PASTURES' ADAPTATION ON 'HALLMARK HALL OF FAME'

Sugar Ray Robinson, world's middleweight boxing champion will replace Cab Calloway as the King of Babylon in "The Green Pastures" on the HALLMARK HALL OF FAME colorcast Thursday, Oct. 17 (NBC-TV, 9:30-11 p.m., NYT). Calloway withdrew from the role because of conflict with a motion picture schedule to which he previously was committed.

Others in the cast include William Warfield as De Lawd and Eddie "Rochester" Anderson as Noah (both previously announced); Earle Hyman in the dual parts of Adam and Hezdrel, Estelle Hensley as the Sunday School Teacher and Sheila Geise as Zeba. Miss Hensley appears periodically throughout Marc Connelly's adaptation of his own Pulitzer Prize play, as the Sunday School Teacher who tries to set her little pupils straight in their whimsical interpretation of the story of Creation.

Robinson, who will defend his title against welterweight champion Carmen Basilio Monday, Sept. 23, will portray the roistering, gangster-type King of Babylon who appears in a nightclub scene dancing with his molls, then shooting up the place until struck down from Heaven.

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NBC-New York, 9/16/57





# NBC COLOR TELEVISION NEWS

SAL MINEO TO BE GUEST ON 'THE DEAN MARTIN SHOW'

FULL-HOUR COLORCAST OF SATURDAY, OCT. 5

Actor Sal Mineo will be a guest star on THE DEAN MARTIN SHOW, full-hour special colorcast of Saturday, Oct. 5 (NBC, 10-11 p.m., NYT), starring Dean Martin. Comedian Joel Grey, previously announced as a guest on the show, will not appear.

Orchestra leader Louis Prima, his wife, singer Keely Smith, and their Five Musicians will be other guests on the show.

NBC-New York, 9/16/57







**SPOT SALES**

# *News*

## NBC SPOT SALES ISSUES MARKET DATA BOOKS ON DENVER AND LOUISVILLE AREAS

The fast-growing Denver and Louisville areas are the subjects of two market data books which have been issued by NBC Spot Sales as part of a continuing study of major markets.

Metropolitan Denver's population has increased 97 per cent since 1940 and Louisville's population has risen 53 per cent in the same period, according to figures in the data books. The two markets now rank 26th and 28th, respectively, in population.

Market data books already issued by NBC Spot Sales include research on Cleveland, Seattle, Washington, D.C., and Miami. Studies on St. Louis and Chicago are now in preparation.

Copies of the data books are available at the Research Department, NBC Spot Sales, 30 Rockefeller Plaza, New York, N.Y.

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NBC-New York, 9/16/57





## NBC TRADE NEWS

### NBC PREPARES FOR EXTENSIVE TV AND RADIO NETWORK COVERAGE OF BRITISH ROYAL COUPLE'S VISITS TO CANADA AND U.S.

Assignments and schedule for NBC's extensive radio and television coverage of the visits of Queen Elizabeth and Prince Philip to Canada and the U.S. Oct. 12-22, were announced today by William R. McAndrew, Director of NBC News.

NBC commentator Merrill Mueller, NBC-TV "Today" reporter Paul Cunningham and Jinx Falkenburg of NBC-TV's "Tex and Jinx Show" will report on radio and TV.

On-the-scene reports will be broadcast on NBC Radio's "News On The Hour," "World News Roundup," "Three Star Extra," "Monitor," "Nightline," "News of the World," "Life in the World," and "Service at Thirty."

Live and film coverage will be carried on the NBC-TV network's "NBC News," "Today" and "Outlook." The royal couple's Canadian visit will be covered through the cooperation and facilities of the Canadian Broadcasting Corp. (CBC.)

Events to be covered will include the queen's arrival in Ottawa; her address before the Canadian Parliament; her arrival in Jamestown, Va; the welcoming parade and arrival in Washington; the press, radio and TV reception at Washington's Hotel Statler; the

(more)



## 2 - Royal Couple's Visits

garden party in her honor at the British Embassy in Washington (provided cameras are permitted in the Embassy); and her visit to New York.

Newsman Mueller, holder of the Fifth Order of British Knighthood from the Queen's father, has had considerable experience covering the royal family. Chief of NBC's London Bureau, 1946-'50, Mueller was producer and radio voice of the U.S. radio networks' coverage of the Queen's marriage to Prince Philip.

Jinx Falkenburg, who covered the Prince Rainier-Grace Kelly marriage, will report on fashions, social functions and similar phases of the royal tour, from the woman's viewpoint.

"Today" reporter Cunningham, whose previous assignments included last year's national political conventions, will originate his reports live with film for "Today" from Toronto, Oct. 14-16; from Washington, Oct. 17-18, and from New York until the royal party returns to England.

The NBC-TV coverage, (subject to addition), will be as follows:

Saturday, Oct. 12 -- CBC's coverage of Queen Elizabeth's arrival in Ottawa will be kinescoped by NBC for playback at 11:15-11:45 p.m., EDT.

Monday, Oct. 14 -- NBC will carry a live feed, from CBC, of the Queen's address to the Canadian Parliament, 3-4 p.m., EDT.

Wednesday, Oct. 16 -- NBC film crew will cover queen's visit to Jamestown, Va.

(more)





### 3 - Royal Couple's Visits

Thursday, Oct. 17 -- NBC will cover live the Queen's arrival and welcoming parade in Washington, D.C., 11 a.m.-12 noon, EDT.

Thursday, Oct. 17 -- NBC will cover live the press, radio and TV reception for the Queen at Washington's Hotel Statler.

Friday, Oct. 18 -- If permission is granted, NBC will cover live and on film the garden party in the Queen's honor at the British Embassy, Washington, D.C., 5-5:30 or 5:30-6 p.m., EDT.

The network's live coverage will end after the Queen's Washington visit. This is exclusive of "Today," which plans live originations during the Queen's New York visit. Other network shows will carry film coverage of the New York tour and departure.

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NBC-New York, 9/16/57

The purpose of this report is to provide a summary of the work done during the past year.

It is divided into two parts.

The first part is a general summary of the work done during the past year.

The second part is a detailed summary of the work done during the past year.

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The second part is a detailed summary of the work done during the past year. It is divided into two parts. The first part is a general summary of the work done during the past year. The second part is a detailed summary of the work done during the past year.

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NBC-TV NEWS

REVISED CREDITS FOR "THE PEOPLE'S CHOICE" ON NBC-TV

FALL PREMIERE DATE: Thursday, Oct. 3.

TIME: NBC-TV, Thursdays, 9 p.m., NYT.

STAR: Jackie Cooper as Sock Miller.

FEATURED PLAYER: Patricia Breslin as Mandy.

CAST: Margaret Irving as Aunt Gus, Paul  
Maxey as Mayor Peoples, and Dick  
Wesson as Rollo.

FORMAT: Filmed romantic-comedy series about  
the adventures of a youthful city  
councilman.

ORIGINAL STARTING DATE: Oct. 6, 1955.

CREATOR: Irving Brecher

PRODUCER: E. J. Rosenberg

DIRECTOR: Jackie Cooper

WRITERS: Two teams -- Frank Gill Jr. and G.  
Carleton Brown; Bob Fisher and Alan  
Lipscott.

DIRECTOR OF PHOTOGRAPHY: Phillip Tannura

SUPERVISING EDITOR: Thomas Neff, A. C. E.

EDITOR: Edward Mann, A. C. E.

MUSIC DIRECTOR: Lou Kosloff

ART DIRECTOR: George Van Marter

(more)



2 - Credits for "The People's Choice" (Revised)

THEME SONG:

"The People's Choice" by Lou  
Kisloff and Ralph Freed.

ALTERNATE SPONSORS:

The Borden Company Inc., and  
American Home Products Corp.

AGENCY:

Young & Rubicam, Inc., (for both  
sponsors).

ORIGINATION:

Filmed in Hollywood.

NBC PRESS REPRESENTATIVE:

Kay Mulvihill (Hollywood);  
Bob LeDonne (New York).

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NBC-New York, 9/16/57







# NBC COLOR TELEVISION NEWS

September 16, 1957

CREDITS FOR 'ELEVEN AGAINST THE ICE' --  
COLORCAST SPECIAL ON NBC

TIME: NBC-TV, Monday, Sept. 23 (9:30-10:30 p.m., EDT), in color and in black and white.

SPONSOR: Timken Roller Bearings

AGENCY: Batten, Barton, Durstine & Osborn

DESCRIPTION: True and dramatic story of an Army-Navy trail party fighting its way through 644 miles of unexplored Antarctic territory -- deadly, treacherous snow-desert dotted with bottomless pits known as crevasses. The 11-man task force set out from Little America to establish an Antarctic base for U.S. scientists taking part in the International Geophysical Year. Filmed and reported in the Antarctic for NBC. The program is one of a varied group of new public interest shows being developed by Henry Salomon, Director of Special Projects for the NBC Television Network.

(more)



2 - Credits for 'Eleven Against the Ice'

PHOTOGRAPHED IN THE

ANTARCTIC BY: Bill Hartigan

REPORTED IN THE

ANTARCTIC BY: Pat Trese

PRODUCER: Robert Emmett Ginna

SCRIPT BY: Robert Emmett Ginna and Pat Trese

FILM EDITOR: Sidney Katz

ORCHESTRAL SCORE

COMPOSED & CONDUCTED BY: Kenyon Hopkins

THEME SONG: "Ballad of the Cowboy-Sailor," by Kenyon  
Hopkins, sung on soundtrack by Jimmy  
Simmons.

NARRATOR: James E. "Tex" Gardiner, Navy Construction  
Driver First Class, who was a member of  
the trail party.

THE 'ELEVEN' Major Merle B. Dawson, Army Transportation  
Corps, who led the 11-man task unit.

Major Palle Mogensen (USA)

Lieutenant Phillip M. Smith (USA)

Sergeant James S. Fields (USA)

Sergeant Norman Coleman (USA)

Sergeant Alvin I. Krigsvold (USA)

Radioman William Kraut (USN)

Electronics Technician Robert W. Anderson  
(USN)

Construction Mechanic Charles H. Wedemeyer  
(USN)

Driver Alvah G. Edwards (USN)

Driver James E. Gardiner (USN)

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NBC-New York, 9/16/57





'STEVE ALLEN SHOW' ADDS TWO WRITERS ON OCCASION OF SEPT. 22  
SHOW FROM HOLLYWOOD WITH BIG LINE-UP OF TOP NBC STARS

Two new writers have been hired for NBC-TV's THE STEVE ALLEN SHOW Sunday, Sept. 22 (8-9 p.m., EDT) when a list of top stars swells the guest ranks as a salute to NBC's Fall season of telecasts. (For the one Sunday only, "The Steve Allen Show" moves to Hollywood.)

Writers -- Hal Goodman and Larry Kline -- will become regular writers for the series in New York after completing their Hollywood assignment, joining the script crew including Stan Burns, Herb Sargent, Bill Dana and Don Hinkley. Leonard Stern is in charge of comedy production and writing supervision.

Both Goodman and Kline have many years of experience writing for top radio, television and motion picture productions.

Set for the show of Sept. 22 are Ward Bond, Rosemary Clooney, Bob Cummings, Ralph Edwards, Eddie Fisher, Tennessee Ernie Ford, George Gobel, Phyllis Kirk, Peter Lawford, Gisele MacKenzie, Dennis O'Keefe, John Payne, Dinah Shore and Jane Wyman. Every star visiting the show will have an active part in "The Steve Allen Show" proceedings.

The star's guest appearances will be integrated into the regular variety-comedy format of "The Steve Allen Show." In addition many of the show's regulars will be seen including Louis Nye and Don Knotts.

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NBC-New York, 9/16/57





September 17, 1957

ROBERT W. SARNOFF ANNOUNCES TV STUDY OF EXECUTIVE ARM OF GOVERNMENT  
AS PART OF "AMBITIOUS NEW PROGRAM PLANS" FOR  
NBC'S EDUCATIONAL TV PROJECT

A television study of the functioning of the executive arm of the government was announced today by Robert W. Sarnoff, President of NBC, as part of "ambitious new program plans" for the network's Educational TV Project.

Mr. Sarnoff announced the study at the opening session of the American Legion's 39th annual national convention in Convention Hall, Atlantic City, N.J. He spoke in response to presentation of The American Legion's Americanism Award to him for "vision and leadership in launching the NBC Educational Television Project" and for making learning "more attractive and available to Americans of all ages and stations." W.C. "Dan" Daniel, National Commander of The Legion, made the presentation.

Outlining the government study, which he termed a subject of "paramount national interest," Mr. Sarnoff said that NBC mobile units with live cameras will range the nation's capital.

"Our cameras will probe behind the scenes of Federal agencies, departments and bureaus to explore their operations and their relation to the news and issues of the day," he said. "The

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THE [illegible]

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[illegible text]

[illegible text]



instructors will be in many cases national leaders. In thus dramatizing the work of the government, we hope to create a broader understanding of its functions."

Mr. Sarnoff said the government study would be one of five new series of live national television programs to be presented, in partnership with the Educational Television and Radio Center of Ann Arbor, Mich., over the country's educational TV stations beginning Monday, Oct. 28. He lauded the Center as "a knowledgeable and enthusiastic partner" in the Project. The first 13-week cycle of programs, also presented in cooperation with the Center, concluded last June.

In addition to the government series, Mr. Sarnoff said, NBC will undertake a course on the International Geophysical Year, which he termed "perhaps the greatest scientific project man has attempted."

There also will be a series on Greek mythology and the art it has inspired. "We hope to produce this from the Metropolitan Museum of Art in New York, using the museum's priceless Greek exhibits as a setting and for illustrations," Mr. Sarnoff said. There will be a course in mathematics and a study of the effect of natural resources on civilization.

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NBC-New York, 9/17/57



Information will be in my hands within a few days. In the meantime, I will be in my office at the Department. We have to make a number of changes in the law.

For example, the law now provides that if a person is found guilty of a crime, he must be sentenced to a term of years or to life imprisonment. This is not always fair. In some cases, a person may be found guilty of a crime, but his sentence should be commuted. This is especially true in cases where the person is a first offender and the crime is not very serious. In such cases, the sentence should be commuted to a term of years or to probation. This is what I propose to do. I will also propose to change the law so that a person who is found guilty of a crime, but who is a first offender and the crime is not very serious, may be sentenced to a term of years or to probation. This is what I propose to do. I will also propose to change the law so that a person who is found guilty of a crime, but who is a first offender and the crime is not very serious, may be sentenced to a term of years or to probation. This is what I propose to do.

In addition to the changes I have just mentioned, I will also propose to change the law so that a person who is found guilty of a crime, but who is a first offender and the crime is not very serious, may be sentenced to a term of years or to probation. This is what I propose to do. I will also propose to change the law so that a person who is found guilty of a crime, but who is a first offender and the crime is not very serious, may be sentenced to a term of years or to probation. This is what I propose to do.

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## TRADE NEWS

September 17, 1957

\$1,500,000 NET ADVERTISING REVENUE IN NEW AND RENEWED ORDERS  
PLACED WITH NBC RADIO BY 12 ADVERTISERS IN PAST TWO WEEKS

New and renewal orders calling for full sponsorship of three programs and for participation schedules on several other programs have been placed with NBC Radio by 12 advertisers during the past two weeks. Announcement of the new purchases, which total \$1,500,000 in net advertising revenue, was made today by William K. McDaniel, Vice President of NBC Radio Network Sales.

The advertisers ordering full program sponsorships and their agencies are:

Dow Chemical Company, through MacManus, John and Adams, Inc., will sponsor THE RED FOLEY SHOW, a new musical show, for 52 weeks, starting Nov. 2 (Saturdays, 12:30-12:55 p.m., NYT).

The Pontiac Motor Division of General Motors Corp., through MacManus, John and Adams, Inc., will sponsor the National Football League Championship Game on Sunday, Dec. 29.

The Bell Telephone System, through N.W. Ayer and Son, Inc., has renewed its sponsorship of THE TELEPHONE HOUR for 39 weeks starting with the first program of the new season on Monday, Oct. 7 (9-9:30 p.m., NYT).

(more)



## 2 - New and Renewed Radio Business

Advertisers ordering new and additional participation schedules and their agencies are:

The Procter and Gamble Company has ordered a major participation schedule calling for a total of 40 participations a week for 26 weeks throughout NBC Radio's daytime schedule and in NIGHTLINE and MONITOR, starting Sept. 30.

The Anahist Company, Inc., through Ted Bates and Company, Inc., has ordered a total of 13 one-minute participations a week in several NBC Radio programs including MONITOR for 26 weeks. The campaign started Sept. 15.

The P. Lorillard Company, for its Newport cigarettes, through Young and Rubicam, Inc., has ordered 10 "Bob and Ray" and 10 "Fibber McGee and Molly" MONITOR segments each weekend for 13 weeks starting Oct. 5.

F. Schumacher and Company, for its Waverly Fabrics Division, through Ehrlich, Neuwirth and Sobo, Inc., has ordered 10 "Bob and Ray" and 10 "Fibber McGee and Molly" MONITOR segments each weekend for 13 weeks starting Jan. 4, 1958.

Carter Products, Inc., through Ted Bates and Company, Inc., has ordered two one-minute participations in NEWS OF THE WORLD, two one-minute participations in NBC BANDSTAND and a one-minute participation in MONITOR each week for 26 weeks starting Sept. 20.

(more)



Additional information has been furnished concerning

medals and other awards:

The President and Council have decided

that the following persons shall be awarded

medals and other awards for their services in the

war: ALBERT A. BROWN, JR., and ROBERT L. BROWN.

Page 40.

The American Council on Education

and the American Council on Education

have decided to award medals and other awards

to the following persons for their services in the

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The Radio Corporation of America, through Kenyon and Eckhardt, Inc., has ordered six one-minute and nine 30-second participations a week for eight weeks in MONITOR starting Oct. 25.

The Chrysler Division of the Chrysler Corporation, through McCann-Erickson, Inc., has purchased a one-third sponsorship of LIFE AND THE WORLD, and also has ordered two one-minute participations in MONITOR, two one-minute participations in NEWS OF THE WORLD and a single one-minute participation in NIGHTLINE each week for five weeks starting Oct. 21.

The Dodge Division of Chrysler Corporation, through Grant Advertising, Inc., has ordered an additional 13 MONITOR sports segments a weekend for five weeks effective Oct. 5.

The R.T. French Company, through Richard A. Foley Advertising Agency, Inc., has ordered two one-minute participations a week in MY TRUE STORY for 13 weeks. The campaign started Sept. 3.

The H.J. Heinz Company, through Maxon, Inc., has ordered two one-minute participations a week for 10 weeks in NBC BANDSTAND starting Oct. 3.

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NBC-New York, 9/17/57





## TRADE NEWS

September 17, 1957

'ORIGINAL AMATEUR HOUR' MOVES TO NEW

SUNDAY TIME-SPOT ON NBC-TV SEPT. 22

Ted Mack will introduce selected new talent when his NBC-TV ORIGINAL AMATEUR HOUR moves into a new time-period Sunday, Sept. 22 (7-7:30 p.m., EDT). The series has been presented on Mondays since last July 1.

The series will continue under the sponsorship of Hazel Bishop, Inc., for their full line of Hazel Bishop cosmetics. Raymond Spector Co., Inc., is the agency. The shows are produced by Lewis Graham and directed by J. Robert Blum and Lloyd Marx.

Performers for the initial Sunday program will include Charles J. Schubert, vocalist of Newark, N.J.; the Mellomonics, Thomas Mangan and Ernest Pulen harmonica duo of the Bronx, N.Y.; Barry Preston, 11-year-old tap dancer of Brooklyn, N.Y.; Paul Izzo, record pantomimist of Bound Brook, N.J., and Diana Robin, soprano of Jersey City, N.J. Lloyd Marx and his 14-piece orchestra provide musical accompaniment for the acts.

"The Original Amateur Hour," now in its 24th year, has auditioned more than 850,000 persons during its long history. Many of these have appeared on the program and hundreds have gone on to success in the entertainment world.

Ted Mack, who has been associated with the show for 23 years, has been emcee of the program since it began on TV in January, 1948. He succeeded the late Major Bowes who originated the "Original Amateur Hour" on radio in March, 1934.-----o-----

NBC-New York, 9/17/57





NBC TRADE NEWS

'ORIGINAL AMATEUR HOUR' TO PRESENT PERFORMERS FROM EUROPE  
IN PLAN TO AID INTERNATIONAL FRIENDSHIP

A program designed to bolster international amity will be inaugurated when Ted Mack presents amateur performers from various European countries on his NBC-TV ORIGINAL AMATEUR HOUR starting Sunday, Nov. 3 (7-7:30 p.m., NYT).

Designed to fit in with the interchange plans of the State Department and the objectives of the People to People Foundation, which was organized recently at a meeting with President Eisenhower, the Ted Mack show will begin auditioning amateur talent abroad soon. The best of the performers will be brought here to compete with American talent on the "Original Amateur Hour."

Charles E. Wilson, former head of the General Electric Co. and president of the People to People Foundation, will welcome aspirants at the opening of auditions in Belgrade, Yugoslavia, on Oct. 7.

According to present plans, complete shows or individual performers will be brought to New York from Germany, Italy, Yugoslavia, Poland, Austria, England, Ireland and Sweden during a 13-week cycle beginning Nov. 3.

A similar but less extensive program of international shows was presented by "The Original Amateur Hour" last season with complete

(more)





programs from Ireland, Israel and Guatemala and individual performers from Scotland, England and Mexico.

Lewis Graham, producer of the series, and other members of the organization are flying to Europe to conduct auditions. All expenses of performers chosen to appear here will be paid by "The Original Amateur Hour." They include sightseeing trips and visits to acquaint the Europeans with the American way of life.

Two overseas' winners already have qualified to contend in the National Amateur Championships of "The Original Amateur Hour," to be held Jan. 30, 1958, at New York's Madison Square Garden. They are George Boyle, a ventriloquist, of Ireland, and Liber Frankel, an impersonator, from Israel. Three-time winners of the telecasts, chosen by nationwide voting, are eligible to appear in the championships, where again national voting determines the victors. In addition to contenders for top honors, the Madison Square Garden show will include "graduates" of the series for a two-and-a-half hour event.

A subsidiary program of "The Original Amateur Hour" -- "The Original Amateur Hour of Mexico" -- is the highest rated TV show in that country. It is sending its own three-time winners regularly to appear on its American counterpart.

"The Original Amateur Hour" is sponsored by Hazel Bishop, Inc.

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NBC-New York, 9/17/57

Programs from Ireland, Israel and Guatemala and individual performers from Scotland, England and Mexico.

David Graham, producer of the series, and other members of the organization are flying to Europe to conduct auditions. All winners of performers chosen to appear here will be sent to "The Original Amateur Hour." They include eighteenth trips and visits to the organization the Europeans with the American way of life.

Two overseas winners already have qualified to compete in the National Amateur Championship of "The Original Amateur Hour," to be held Jan. 30, 1957, at New York's Madison Square Garden. They are George Boyer, a ventriloquist, of Ireland, and Peter Turner, an impersonator, from Israel. Three-time winners of the series, chosen by nationwide voting, are eligible to appear in the competition, where again national voting determines the winner. In addition to contenders for top honors, the million square garden show will include "graduates" of the series and a two-and-a-half hour event. A subsidiary program of "The Original Amateur Hour" -- "The Original Amateur Hour of Mexico" -- is the highest rated TV show in that country. It is running for over three-lives without regularly to appear on its Mexican counterpart.

"The Original Amateur Hour" is sponsored by Great Britain.

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NEW-YORK, N.Y.





# NBC COLOR TELEVISION NEWS

September 17, 1957

"MAURICE CHEVALIER'S PARIS"--FULL-HOUR COLOR SHOW-ON-FILM FEATURING  
FRENCH STAR "AS HIMSELF"--TO BE REPEATED ON NBC SUNDAY, SEPT. 22

That full-hour NBC special in which Maurice Chevalier finally emerged as himself -- minus straw hat and music hall routines -- will be repeated Sunday, Sept. 22 (4-5 p.m., EDT), in color and in black and white. The program, MAURICE CHEVALIER'S PARIS, was first telecast last March 6.

Ever since World War I it has been universally conceded that when they die all good Americans go to Paris, wrote one TV critic; "if we may believe Maurice Chevalier and NBC, that's also where all good Parisians go." Speaking, he said, as a high-type expert on Paris, having spent a whole week there five years ago, "it was, I think quite the best travelogue I have ever seen."

It has been said, another TV critic noted, that Paris is everyone's second home town; therefore NBC, in presenting Paris even with so distinguished a boulevardier as Chevalier as guide, was sticking its neck out about as far as it would go. "Too many people," said he, "have been there and know exactly what they want to see a documentary on it, and heaven help the producer if it's not there." This man wanted to see the Parisian racetracks, which the film doesn't show. "But then this wasn't supposed to be my Paris, but

(more)





2 - 'Maurice Chevalier's Paris'

Maurice Chevalier's Paris," he said. "...It was meant to be a happy hour in a happy and unique city, and it was that, all right."

Ted Mills, who produced the film on location in the French capital, calls the program neither documentary nor travelogue. He describes it as a "new departure" in non-fiction entertainment: "a colorful, sometimes gay, sometimes sad idea, using real people and places to shape a dramatic story." As Chevalier says in the film, his Paris is a way of life, and his film is a somewhat bittersweet portrait of a way of life changing from the old to the new.

Michel Legrand, meteoric young Paris-born composer and conductor, wrote and conducts the film's original orchestral score. Andrew Marton was the director

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NBC-New York, 9/17/57





# NBC COLOR TELEVISION NEWS

CORNELIA OTIS SKINNER JOINS ALL-STAR CAST FOR THE  
'STANDARD OIL COMPANY (N.J.) ANNIVERSARY SHOW';  
JUNE ALLYSON OUT DUE TO MOVIE COMMITMENT

June Allyson has been forced by a movie commitment to cancel her appearance on NBC-TV's color special, THE STANDARD OIL COMPANY (NEW JERSEY) 75TH ANNIVERSARY SHOW, Sunday, Oct. 13 (9-10:30 p.m., NYT). Added to the star lineup is Cornelia Otis Skinner.

Tyrone Power will be host and spokesman of the 90-minute colorcast. The cast also includes Jimmy Durante, Marge and Gower Champion, Brandon de Wilde, Bert Lahr, Eddie Mayehoff, Jane Powell, Kay Thompson and others.

The production is being staged by Cyril Ritchard.

## NOTE TO EDITORS:

CLUB 60 (NBC-TV, Mondays through Fridays, 1:30-2:30 p.m., NYT, in color and black and white) will be preempted on days when World Series games are played, except when game starts at 2:45 p.m., NYT. The NBC Color Telecast Schedule for October incorrectly stated that this program would not be seen on all World Series days.

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NBC-New York, 9/17/57







## FEATURE

September 17, 1957

### 'A TURN OF FATE' PAYS ARTISTIC AND BUSINESS DIVIDENDS TO ROTATING STARS OF 'ALCOA' AND 'GOODYEAR' DRAMAS

The five topflight performers who will be the rotating stars of NBC-TV's new half-hour dramatic series "A Turn of Fate" which begins, on the network Monday, Sept. 30 (9:30 p.m., NYT), have worked out a pattern for their participation that is novel in its financial aspects and challenging in its story-concepts.

David Niven, Robert Ryan, Jane Powell, Jack Lemmon and Charles Boyer comprise the talented quintet that will rotate as stars of the series sponsored on alternate weeks by ALCOA THEATRE and GOODYEAR THEATER. A portion of the ownership of the series is divided among the five stars in proportion to the number of shows each one is doing. While the practice is fairly common to motion pictures, it is unusual in the television industry.

Since each of the five stars is so versatile, the dramatic scope and depth of the series is unlimited. Tragedy, comedy, mystery, adventure, all will be presented, and the performers will have opportunities to play roles that are against their usual "types."

Jack Lemmon, for instance, who won an Oscar in 1955 for his comic delineation of the scheming Ensign Pulver in "Mr. Roberts," will not only star in comedy roles, but will also essay some "heavier" dramatic assignments.

(more)





Jane Powell, of the lovely singing voice, will prove her skill as an actress in several non-singing roles.

Robert Ryan, hero of many action stories, will have an opportunity to show he can trade quips with the best of 'em when he is given stories requiring this change of pace.

Charles Boyer, famed for sophisticated, cosmopolitan roles will appear in parts guaranteed to surprise his many fans.

And David Niven, usually the debonair bon vivant, will be allowed to run the gamut of comedy-tragedy in his characterizations.

According to Bob Fellows, producer, the main aim of "A Turn of Fate" is "to bring consistently fine entertainment to the nation's TV screens, week after week," and he believes he has the stars and stories to do it.

To assure that goal, noted directors have also been assembled to work with the new series.

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NBC-New York, 9/17/57



CREDITS FOR "THE VIGILANTES BEGIN"  
PREMIERE EPISODE OF NBC-TV'S "THE CALIFORNIANS"

TIME: NBC-TV, Tuesdays, 10-10:30 p.m., EDT.

PREMIERE DATE: Sept. 24, 1957

PRODUCTION NO. 1: "The Vigilantes Begin"

STAR: Adam Kennedy as Dion Patrick

FEATURED PLAYER: Sean McClory as Jack McGivern

CAST: Nan Leslie as Mrs. Martha McGivern;  
Alan Napier as the Cove; Stuart Randall  
as Mr. Andrews; James Griffith as  
Weasel; Michael Emmet as sailor; Russ  
Bender as Steve; Damian O'Flynn as police  
chief; Charles Evans as Pelham; Harry  
Lauter as first tough and first Cove;  
Alex Sharpe as cop; Syd Saylor as Willie;  
Ben Right as Ernie; Jack Lambert as guard;  
Len Hendry as first man; Hal Hopper as  
second man.

FORMAT: High adventure combined with historical  
background. A dramatized series de-  
picting the troubled beginnings of  
California and how organized lawlessness  
in this "get-rich-quick" era was brought  
to heel by a group of determined, fearless  
men -- the Vigilantes. The fictional  
characters are composites of real men on  
record.

PRESENTED BY: Louis F. Edelman

EXECUTIVE PRODUCER: Robert F. Sisk

PRODUCER: Robert Bassler

DIRECTOR: Hollingsworth Morse

STORY AND TELEPLAY: Frederick Hazlitt Brennan

MUSIC: The Ken Darby Singers

(more)



UNITED STATES DEPARTMENT OF THE ARMY  
OFFICE OF THE CHIEF OF STAFF  
WASHINGTON, D. C. 20315

MEMORANDUM FOR THE CHIEF OF STAFF

SUBJECT: [Illegible]

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2 - Credits -- 'The Californians'

SONG: "I'VE COME TO CALIFORNIA." Words  
by Harold Adamson (ASCAP); music by  
Harry Warren (ASCAP).

DIRECTOR OF PHOTOGRAPHY: Charles Straumer, ASC.

PRODUCTION SUPERVISOR: Argyle Nelson

PRODUCTION MANAGER: Sydney M. Fogel.

EDITORIAL SUPERVISOR: Dann Cahn

FILM EDITOR: John Woodcock

ART DIRECTOR: Albert M. Pyke

SET DECORATOR: John MacNeil

RECORDING EDITOR: Robert Reeve

MUSIC EDITOR: E.C. Norton

SOUND: Earl Wolcott

WARDROBE: Frank Delmar

MAKEUP: Robert Cowan

RECORDED BY: Glen Glenn Sound Company

SPONSOR: Singer Sewing Machine Company

AGENCY: Young and Rubicam, Inc.

PRODUCTION: Californian Film Enterprises, Inc.

ORIGINATION: Filmed at R-K-O in Hollywood by  
Desilu Productions, Inc.

NBC PRESS REPRESENTATIVE: Rolf Gompertz (Hollywood)  
Walter Kempley (New York)

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NBC-New York, 9/17/57



"YOUTH WANTS TO KNOW" ABOUT ART LINKLETTER--  
SO THEY'LL ASK HIM ON NBC SUNDAY, SEPT. 22

Art Linkletter, star and stuntmaster of NBC's TV and Radio "People Are Funny," will be the guest on Theodore Granik's YOUTH WANTS TO KNOW Sunday, Sept. 22 (NBC-TV, 3 p.m., EDT; NBC Radio as part of "Monitor," 10:30 p.m., EDT).

It will be a new role for the inquisitive Linkletter as he becomes the target for questions fired at him by Los Angeles teenagers.

The program has been film-recorded in advance in Hollywood for presentation on this date. Stephen McCormick is the moderator.

Now in its fourth NBC-TV season, Linkletter's "People Are Funny" has propelled contestants into hundreds of odd situations to the delight of his audience, himself, and even the contestants. Linkletter launched "People Are Funny" 15 years ago on the NBC Radio Network. Celebrated for his adlibbing and quick wit, Linkletter has more than 20 years experience as a public figure.

A graduate of San Diego State College, he held down a variety of announcing assignments until 1942 when he moved to Hollywood and met John Guedel. They had ideas along similar lines so formed a partnership and today's zany "People Are Funny" is the result.

Linkletter recently was named Honorary Mayor of Hollywood by Gov. Goodwin Knight as "an outstanding example of one of those who has done the most to help his fellow man and whose efforts have contributed to the stature of Hollywood."

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## TRADE NEWS

September 18, 1957

LIKE A GOOD BOOK, BOB HOPE WAS BOUND IN MOROCCO FOR FILMING TELECAST STARTING 8TH NBC SEASON OF 'BOB HOPE SHOW' OCT. 6--GUESTS INCLUDE EDDIE FISHER, MARIE McDONALD, GARY CROSBY AND ANN MILLER

Bob Hope and a glittering group of guest stars braved the heat of the Moroccan desert to film the 1957-58 season's premiere of THE BOB HOPE SHOW for presentation on NBC-TV Sunday, Oct. 6 (9-10 p.m., NYT).

The contingent of top American showbusiness personalities who traveled with "the ski-nosed one" on the road to Morocco and who will be seen with Hope as he starts his eighth TV year includes Eddie Fisher, Marie McDonald, Gary (the groaner's boy) Crosby, Les Brown and his Band of Renown and special guest star Ann Miller.

"The Bob Hope Show" will be sponsored by Timex Watches through the Peck Advertising Agency, Inc.

The Oct. 6 fun-filled NBC-TV hour of entertainment was originated at Nouasseur Air Depot, 3153rd Air Base Wing, Nouasseur Air Division, Morocco. The show was filmed while Hope and his troupe performed two shows before an audience of more than 5,000 American GI's and their families stationed at the base located a few miles from Casablanca.

(more)



The unusual TV show is set in a Casbah background in an open-air theatre at the base. During the hour Hope and Gary Crosby engage in a "Road to Morocco," sequence in the manner Bob and Gary's dad, Bing, made famous many years ago. In another featured sketch Hope, Eddie Fisher and Ann Miller do a take-off on the life of a sheik, with Marie McDonald playing a dancing girl.

For one of the skits, Hope tried to get a tame camel -- one he could ride -- but camels in that part of the country are not built for riding and are not particularly tame, so a burro was substituted.

"The Bob Hope Show" was produced by Jack Hope, directed by Mort Lachman and written by Lachman, Bill Larkin, Les White, John Rapp, Norman Sullivan and Charles Lee.

Hope, who also is starred on NBC Radio for his 19th year with "The Bob Hope Radio Show" (Fridays, 8:05 p.m., NYT), made his formal TV debut in a 90-minute production on NBC-TV Easter Sunday, 1950. Since then he has continued as one of the top-rated TV performers and frequently has originated his shows outside of the United States -- from such places as Iceland, Greenland, London and Paris.

The NBC comedy star, whose efforts to entertain American GIs all over the world are legendary, decided on the Moroccan trip when he was in Paris making his latest movie, "Paris Holiday" with French comedian Fernandel. He learned that the Les Brown band, a mainstay of his radio and TV shows for the past 10 years, was on a tour of American Air Bases in Europe and Africa.

(more)





Hope, who last season planned on filming a TV show in Morocco, made a quick decision to gather a group of top-name stars and join Les Brown at the hot desert spot. In rapid succession numerous phone calls, conferences and hours of writing followed to put the show in shape in less than three weeks. The result was a lot of fun for thousands of Americans far away from home and will offer a lot of entertainment for millions of at-home American NBC-TV viewers Sunday, Oct. 6.

During the 1957-58 season Hope will present six full-hour comedy-variety productions of the "Bob Hope Show," each of which will feature top-name personalities as guest stars. The programs will be telecast on NBC-TV on the following days and dates (all times NYT) Thursday, Nov. 7 (8:30 p.m.); Saturday, Dec. 7 (9 p.m.); Thursday, Feb. 6 (8:30 p.m.); Sunday, March 2 (9 p.m.) and Saturday, April 5 (9 p.m.).

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NBC-New York, 9/18/57

It is a very common mistake to suppose that the

only way of getting rid of a bad habit is to

try to suppress it. This is a very dangerous

policy, for it only makes the habit more

strongly fixed. The only way to get rid of a

bad habit is to replace it by a good one.

This is the only way to get rid of a bad

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It is a very common mistake to suppose that the



September 18, 1957

NBC WINS THREE OF SIX 'GOLDEN MIKE' AWARDS  
OF AMERICAN LEGION AUXILIARY

The National Broadcasting Company has won three out of six "Golden Mike" Awards of the American Legion Auxiliary for network television and radio programs having outstanding youth, family or women's appeal.

NBC-TV's THIS IS YOUR LIFE (Wednesdays, 10 p.m., NYT) was selected for its appeal to women.

ONE MAN'S FAMILY on NBC Radio (Mondays through Fridays, 2:30 p.m., NYT) was honored as "family program with freshest entertainment appeal."

Theodore Granik's AMERICAN FORUM on NBC Radio was honored as "youth program with widest informational appeal."

The awards, based on a nationwide poll of Auxiliary members, were announced today (Sept. 18) at the Auxiliary's national convention in Atlantic City.

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# NBC COLOR TELEVISION NEWS

'CLUB 60' WILL CHANGE TITLE TO 'HOWARD MILLER SHOW'

NBC-TV's "Club 60" program will change its name to THE HOWARD MILLER SHOW on Monday, Sept. 23.

The full-hour colorcasts (Mondays through Fridays, 1:30 p.m., EDT) star Howard Miller as emcee, a post he took, Aug. 19. The program features singers Barbara Becker and Mike Douglas, Joseph Gallicchio and his orchestra, the Art Van Damme Quintet and the Mello-Larks Quartet.

Miller, who once managed his own radio station, has produced and emceed many variety shows in Chicago. He broke the Chicago Theater's box-office record last year, and entertained a packed house of 7,200 fans during two performances at the Chicago Civic Opera House earlier this year.

NBC-New York, 9/18/57





# NBC COLOR TELEVISION NEWS

CREDITS FOR NBC-TV'S "MY FRIEND FLICKA" FILM SERIES IN COLOR

TIME: NBC-TV, Sundays, 6:30-7 p.m., NYT

PREMIERE: Sunday, Sept. 22, 1957

STARS: Anita Louise, Gene Evans and young  
Johnny Washbrook

FORMAT: Film series in color about ranch life in  
early Montana, based on the famous  
novel by Mary O'Hara. The story tells  
of the love of young Ken (Johnny  
Washbrook) for his horse, Flicka.  
Anita Louise plays Nell, his mother,  
and Gene Evans plays Rob, his father.

PACKAGER: TCF Television Productions, Inc.

EXECUTIVE PRODUCER: Irving Asher

PRODUCERS: Sam White and Alan Armer

DIRECTORS: Various

WRITERS: Various

NBC PRESS REPRESENTATIVES: Joe Mehan (New York); Rolf Gompertz  
(Hollywood)

THEME SONG: "My Friend Flicka," by Alfred Newman

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NBC-New York, 9/18/57







# NBC COLOR TELEVISION NEWS

September 18, 1957

\*CREDITS FOR 'THE EDDIE FISHER SHOW' STARRING EDDIE FISHER  
AND GEORGE GOBEL--NBC COLORCAST SERIES SCHEDULED  
ALTERNATE TUESDAY NIGHTS, BEGINNING OCT. 1

TIME: NBC-TV, alternate Tuesdays 8-9 p.m.,  
NYT, in compatible color, beginning  
Oct. 1.

STARS: Eddie Fisher and George Gobel

GUESTS: (On the Oct. 1 premiere show) Debbie  
Reynolds, Mike Todd, Elaine Dunn.  
Guests on future shows to be  
announced.

PRODUCER: Jule Styne (for the first four shows).

DIRECTOR: Barry Shear

MUSICAL DIRECTOR: Buddy Bregman

WRITERS: Herbert Baker, Harvey Orkin and Joe  
Quillan.

(more)



2 - Credits for 'The Eddie Fisher Show'

SPONSORS:

The Radio Corporation of America,  
the Whirlpool Corporation and the  
Liggett and Myers Tobacco Co.

AGENCIES:

Kenyon and Eckhardt, Inc., for the  
Radio Corporation of America and  
the Whirlpool Corporation; McCann-  
Erickson, Inc., for the Liggett  
and Myers Tobacco Co.

POINT OF ORIGINATION:

Burbank, Calif.

PRESS REPRESENTATIVES:

Ted Switzer (Hollywood) and Betty  
Lanigan (New York).

\* This series alternates in the same Tuesday time-spot with  
colorcasts of THE GEORGE GOBEL SHOW Starring George Gobel and Eddie  
Fisher which has its premiere on Sept. 24.

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NBC-New York, 9/18/57







# NBC COLOR TELEVISION NEWS

September 19, 1957

'KRAFT TELEVISION THEATRE' RENEWED  
FOR ANOTHER YEAR ON NBC

KRAFT TELEVISION THEATRE has been renewed for another year by the Kraft Foods Company, sponsor of the drama series since it started on NBC-TV in May, 1947, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The renewal is effective Oct. 2 and was placed through the J. Walter Thompson Company.

In making the announcement, Mr. Goodheart said, "NBC is delighted that the Kraft Foods Company will continue to present this award-winning series, now in its 10th year on NBC, and which offers some of the finest dramatic entertainment, for another season."

"Kraft Television Theatre" is colorcast on NBC-TV Wednesday evenings from 9-10 p.m., NYT. The longest continuously running dramatic program on network television, it presented its 600th live production Sept. 18. Since it started, the program has been a pace-setter in creating new milestones in the development of television and in presenting new talent.

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THE SECRETARY OF THE INTERIOR

UNITED STATES DEPARTMENT OF THE INTERIOR  
BUREAU OF LAND MANAGEMENT  
WASHINGTON, D. C. 20240

TO: [Name] [Address] [City] [State] [Zip]

FROM: [Name] [Address] [City] [State] [Zip]

SUBJECT: [Subject]

[Text of the letter follows, including a reference to a previous letter and a request for information.]

Very truly yours,  
[Signature]

[Name]  
[Title]

2 - 'Kraft Television Theatre'

When "Kraft" began more than a decade ago it made television history by becoming the first full-hour dramatic show and the only sponsored full-hour show in the new medium. It also was the first dramatic presentation to be carried over the coaxial cable opened in 1949 to link the East with the Midwest; the first drama program to use NBC-TV's mammoth Studio 8H in New York and the first dramatic show to be televised in compatible color.

Though it stars top personalities, "Kraft" has featured many young performers including Susan Strasberg, who appeared in her first big TV role on the show, and is one of the few dramatic programs on television to have springboarded an actor to such acclaim and activity as it did when Tommy Sands, the young singer, was introduced on the program earlier this year.

Other highlights of "Kraft Theatre's" career were productions of "Patterns" and "A Night to Remember," two of the most widely acclaimed television dramas in recent years, and the awarding of \$50,000 in 1956 to the author of the best original play offered on the program that year.

During the coming season "Kraft Television Theatre" will continue to present outstanding performers in topflight plays -- a formula that has accounted for the success of the series throughout its record-breaking run.

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NBC-New York, 9/19/57







## TRADE NEWS

September 19, 1957

"FATHER KNOWS BEST" STARTS NEW SEASON--IT'S FOURTH--  
ON NBC TELEVISION WEDNESDAY, SEPT. 25

NBC-TV's award-winning FATHER KNOWS BEST series, starring Robert Young and Jane Wyatt, begins its fourth season Wednesday, Sept. 25 (8:30 p.m., EDT).

"Father Knows Best" is produced by Eugene B. Rodney, directed by Peter Tewksbury and written by Paul West and Roswell Rogers. The series is sponsored by Lever Brothers Company, and the Scott Paper Company. The agency is the J. Walter Thompson Company (for both sponsors). The program is filmed for NBC by Screen Gems, Inc., Hollywood.

During the past season Robert Young received an "Emmy" award for his dignified and understanding portrayal of Jim Anderson. As the father of four girls in real life, Young holds: "It's true that father knows best. It appears to mean that Father is too often stereotyped as a well-meaning boob. On our show we try and give Father dignity."

All the Andersons will be back for the new Fall series: Lauren Chapin as Kathy, the youngest daughter; Billy Gray as Bud and Elinor Donahue as Betty, the eldest offspring.

On the season's opening episode, titled "Follow the Leader," Bud Anderson is faced with an important decision: whether to join his classmates in their attempt to run a new teacher out of school, or stand alone in his defense of the teacher who helped him out of a jam, thus alienating his friends.

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CREDITS FOR 'FATHER KNOWS BEST' ON NBC-TV

TIME: Wednesdays, 8:30-9 p.m., NYT; Fall season  
starts Sept. 25, 1957.

STARRING: Robert Young and Jane Wyatt

CAST: Robert Young as Jim Anderson; Jane Wyatt as  
Margaret Anderson; Elinor Donahue as Betty;  
Billy Gray as Bud; Lauren Chapin as Kathy.

THEME SONG: "Waiting," composed by Don Ferris and Irving  
Friedman.

PRODUCER: Eugene B. Rodney

DIRECTOR: Peter Tewksbury

ASSISTANT DIRECTOR: Herbert Wallerstein

SUPERVISING EDITOR: Richard Fantl

WRITERS: Paul West and Roswell Rogers

CAMERA: Kit Carson

SPONSORS: Scott Paper Company and Lever Brothers Company

AGENCY: J. Walter Thompson Company, (for both sponsors)

FILMED AT: Screen Gems, Inc. (Hollywood)

NBC PRESS CONTACT: Jane Westover, (Hollywood)

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NBC-New York, 9/19/57





NBC'S WILLIAM S. HEDGES APPOINTED CHAIRMAN OF RADIO-TV DIVISION  
FOR 52ND ANNUAL FUND DRIVE OF TRAVELERS AID SOCIETY OF N.Y.

William S. Hedges, Vice President, General Services, for the National Broadcasting Company, has been appointed chairman of the Radio and Television Division of the 52nd annual fund drive of the Travelers Aid Society of New York.

Announcement of the appointment was made by John R. McGinley, general chairman of the drive, which begins Sept. 30 and seeks to raise \$395,000.

Serving on the Radio and Television Committee with Mr. Hedges, who also is a member of the board of directors of the Travelers Aid Society, are: Ted Bergmann of McCann-Erickson, Inc.; Jules Dundes of the Columbia Broadcasting System; Ken R. Dyke of Young and Rubicam, Inc.; E. J. Fitzsimmons of Weed Television Corp.; Ernest Lee Jahncke, Jr., of Edward Petry and Co., Inc., and James V. McConnell of Venard, Rintoul and McConnell, Inc.

The only organization to give on-the-spot aid to travelers in difficulty, Travelers Aid social workers are located at the city's bus and train terminals, airports and major piers to give guidance, protective care and information to all those in need of such services.

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NBC-New York, 9/19/57





## TRADE NEWS

September 19, 1957

'OMNIBUS' PREMIERE TELECAST ON NBC SUNDAY, OCT. 20, WILL FEATURE 90-MINUTE PLAY-WITH-MUSIC BASED ON 'STOVER AT YALE' CREATION OF OWEN JOHNSON; DOUGLASS WALLOP WILL DO ADAPTATION

OMNIBUS, the prize-winning television series, will begin its sixth consecutive year Sunday, Oct. 20 (alternate Sundays, 4-5:30 p.m., NYT), by presenting -- over NBC-TV -- an original 90-minute play-with-music titled "Stover at Yale." The story is based on the serial which appeared in McClure's Magazine during the early 1900's.

("Omnibus" is sponsored by Aluminium Limited, and by Union Carbide Corporation through their respective advertising agencies -- J. Walter Thompson Company, and J.M. Mathes, Inc.)

The "Omnibus" adaptation of Owen Johnson's celebrated story of football's turtle-neck era and its under-graduate hero, "Dink" Stover, will be done by Douglass Wallop, author of the Broadway hit musical, "Damn Yankees," which he adapted from his book, "The Day the Yankees Lost the Pennant."

Choreography for this premiere presentation will be in the hands of the noted dance expert John Butler.

(more)





Phillip Lang -- whose credits include such shows as "Annie Get Your Gun," "Li'l Abner," and the new musical, "Jamaica" -- will do the orchestration for "Stover at Yale." Details as to cast will be announced shortly.

In presenting the nostalgic and serio-comic story of one undergraduate's erratic progress to maturity, the program's producers -- Robert Saudek Associates -- aim to capture the true flavor of a wonderful era.

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NBC-New York, 9/19/57



CREDITS FOR 'BOB HOPE SHOW' PREMIERE ON NBC-TV

TIME: NBC-TV, Sunday, Oct. 6,  
9-10 p.m., NYT.

STAR: Bob Hope

FORMAT: Comedy-variety

GUEST STARS: Eddie Fisher, Marie McDonald,  
Gary Crosby, Les Brown and  
his "band of renown," and  
special guest star Ann Miller.

ORIGINATION: Filmed at Nouasseur Air Depot,  
3153rd Air Base Wing, Nouasseur  
Air Division, Morocco.

PRODUCER: Jack Hope

DIRECTOR: Mort Lachman

WRITERS: Mort Lachman, Bill Larkin, Les  
White, John Rapp, Norman  
Sullivan and Charles Lee.

AUDIO: John Pawlek

SPONSOR AND AGENCY: Timex Watches (Peck Advertising  
Agency, Inc.)

THEME SONG: "Thanks for the Memory" by Ralph  
Rainger and Leo Robbin.

NBC PRESS REPRESENTATIVES: Al Cammann, New York;  
Joe Bleeden, Hollywood.

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## TRADE NEWS

September 20, 1957

HELEN DEUTSCH SIGNS WITH NBC-TV TO WRITE THREE ANNUAL SPECIAL  
PROJECTS AND DEVELOP AND SUPERVISE A WEEKLY SERIES--  
FIRST ASSIGNMENT IS GENERAL MOTORS 2-HOUR COLORCAST

A contract between Helen Deutsch, noted motion picture writer, and the NBC Television Network was announced today by Manie Sacks, Vice President, Television Network Talent and Programs, for the National Broadcasting Company. Under the contract, which leaves her free to continue with her motion picture work, Miss Deutsch will write three annual NBC-TV special projects, as well as create a weekly television series and supervise its development.

Miss Deutsch's first project, on which a staff of writers will be working with her, will be NBC-TV's two-hour General Motors' Fiftieth Anniversary program, to be telecast in color Sunday evening, Nov. 17, from 9 to 11 p.m., NYT.

Miss Deutsch has been under contract to M-G-M for 13 years. Her notable motion picture credits include "Lili" (for which she also wrote the theme song lyrics), "I'll Cry Tomorrow," "The Glass Slipper" (for which she also wrote the ballet librettos and theme song lyrics),

(more)



"King Solomon's Mines," "Kim," "The Seventh Cross" and "National Velvet." NBC-TV's "Jack and the Beanstalk," Miss Deutsch's initial television venture, which was presented last November, was one of the top-rated special network shows of all time.

Kudner Agency, Inc., represents the General Motors Corporation on the special two-hour colorcast for which stars and program details will be announced soon.

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NBC-New York, 9/20/57



the "New York Public Library" and "The  
Astor Lenox Tilden Foundation" were  
founded in 1897 and 1900 respectively.  
The "New York Public Library" was  
founded by the City of New York,  
and the "Astor Lenox Tilden Foundation"  
was founded by the City of New York,  
the City of New York, and the City of  
New York.

THE NEW YORK PUBLIC LIBRARY  
ASTOR LENOX TILDEN FOUNDATION  
1900



## TRADE NEWS

September 20, 1957

### NBC FACILITIES TO BE ORIGINATION POINT FOR HEMISPHERE'S FIRST CLOSED CIRCUIT USE OF BROAD-BAND OVER-THE-HORIZON TELEVISION

The first closed circuit use of broad-band over-the-horizon television in the Western Hemisphere will originate from facilities of the National Broadcasting Company on Tuesday, Sept. 24, at 11 a.m., NYT.

The historic occasion will be a closed circuit telecast of a special address by Major General E.H. Leavey, President of the International Telephone and Telegraph Corp., one of the developers of over-the-horizon microwave radio, from WRC-TV, NBC's owned television station in Washington, D.C., to an audience of Ministers of Communication from more than 20 South and Central American countries assembled at the Hotel Nacional In Havana, Cuba.

In the research and developmental stage for many years, the over-the-horizon microwave radio operates on the basis of spraying a very powerful signal beam into the lower atmosphere where a scattering process takes place, some of the signal being picked up behind the horizon. The scatter circuit for this telecast is between a point south of Miami to a point near Havana.

(more)



2 - Closed Circuit

It is believed that future application of the system will play an indispensable part in bridging impassable areas in the creation of a complete worldwide television network.

The special closed circuit telecast, to be 15 to 30 minutes in length, will be produced by NBC Telesales under the supervision of James Gannon. Carleton D. Smith is Vice President and General Manager of WRC and WRC-TV in Washington.

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NBC-New York, 9/20/57







# TELEVISION NEWS

A SERVICE OF



September 20, 1957

CUBAN PRESIDENT BATISTA TO BE INTERVIEWED BY MARTIN AGRONSKY  
ON NBC-TV'S "LOOK HERE" SUNDAY, SEPT. 29, IN FIRST  
CUBA-TO-U.S. OVER-THE-AIRWAVES LIVE TV PROGRAM

Cuba's President Fulgencio Batista will be interviewed by NBC reporter-commentator Martin Agronsky on the network's LOOK HERE program Sunday, Sept. 29 (3:30-4 p.m., NYT), in a live telecast direct from the Presidential Palace in Havana.

The telecast will be especially notable on two counts: It will be Batista's first appearance on U.S. television in recent years -- perhaps at any time to date -- and it will be the first Cuba-to-U.S. over-the-waves live TV transmission.

"The conditions under which the interview will be held are the same as for any other 'Look Here' program," its producer Robert D. Graff said today. "There is no rehearsal."

The interview series is one of a varied group of public interest programs being developed by Henry Salomon, Director of Special Projects for the NBC Television Network. As previously announced, Abe Burrows, the comedian, writer and producer, will face Agronsky's questions on Sunday, Sept. 22, when the program will originate live in Burrows' West Side Manhattan apartment.

(more)

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Members of the "Look Here" program staff will fly to Havana Tuesday (Sept. 24) to make technical preparations for the Batista-Agronsky telecast. In addition to Agronsky and Graff, the group will include Dick Feldman, director; John F. Herman, unit manager, and Clifford H. Paul, technical supervisor.

"Look Here" had its premiere on NBC-TV Sept. 15, when Agronsky interviewed Secretary of State John Foster Dulles in the Secretary's office in the State Department Building, Washington, D.C. Future subjects, one a week, will come from all walks of life. They will be, in Agronsky's words, "people who matter, people who have something interesting and worthwhile to say." As weekly interviewer, he will try to draw from them a picture of what they are as public figures, as careerists, and as human beings. "We shall try to get at the wellsprings of a subject's personal philosophy," he has said. "We shall attempt to make people understand, in terms of his personal philosophy, why he is what he is and acts the way he does."

Each of the interviews will be telecast direct from the subject's home or from another location significant in terms of character or career.

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NBC-New York, 9/20/57





NBC-TV NEWS

TITLE CHANGE:

There's a new title for the Martin Agronsky NBC-TV interview program LOOK HERE! According to producer Robert D. Graff, the new title is LOOK HERE (with no exclamation point). Program is telecast Sundays at 3:30 p.m., NYT.

CORRECTED CREDIT LISTINGS FOR 'THE RESTLESS GUN' ON NBC-TV  
(Mondays, 8-8:30 p.m., NYT).

Please insert the following:

DIRECTOR: Justus Addis (NOT James Neilson)

SET DECORATOR: George Milo (NOT James S. Redd)

The incorrect listings were in the NBC Daily News Report dated Sept. 9, 1957.

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NBC-New York, 9/20/57





# NBC COLOR TELEVISION NEWS

## NBC COLOR TELECAST SCHEDULE

Sept. 29-Oct. 5

All Times NYT

### Sunday, Sept. 29

6:30-7 p.m. -- MY FRIEND FLICKA.

9-10 p.m. -- GOODYEAR PLAYHOUSE -- "The Best Wine," starring Walter Slezak.

### Monday, Sept. 30

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW (Formerly Club 60).

3-4 p.m. -- NBC MATINEE THEATER -- "The Others," by Henry James and starring Sarah Churchill, Geoffrey Toone, Tommy Kirk and Karen Sue Trent.

7:30-8 p.m. -- THE PRICE IS RIGHT -- Featuring Bill Cullen as emcee.

### Tuesday, Oct. 1

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "Eye of the Storm," with Gloria Talbot, Ray Danton and Marian Seldes.

8-9 p.m. -- THE EDDIE FISHER SHOW -- Starring Eddie Fisher and George Gobel. Debbie Reynolds, Mike Todd and Elaine Dunn are guests.

(more)





2 - NBC Color Telecast Schedule

Wednesday, Oct. 2

12:45 p.m. to conclusion -- WORLD SERIES.

9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Barefoot Soldier,"  
starring Sal Mineo.

Thursday, Oct. 3

12:45 p.m. to conclusion -- WORLD SERIES.

7:30-8 p.m. -- TIC TAC DOUGH -- With Jay Jackson as emcee.

10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- William  
Bendix is guest.

Friday, Oct. 4

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "The Forbidden Search," starring  
Marcia Henderson and Steve Dunne.

Saturday, Oct. 5

8-9 p.m. -- THE PERRY COMO SHOW -- Perry's guests are Kukla, Fran  
and Ollie and Garry Moore.

10-11 p.m. -- THE DEAN MARTIN SHOW -- With guests James, Pamela  
and Portland Mason, Sam Butera and the Witnesses, Joel Grey,  
and special guests Louis Prima and his wife, Miss Keely Smith..

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NBC-New York, 9/20/57

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CREDITS FOR THE UNIT PRODUCING THE LIVE  
DRAMAS ON NBC-TV'S "SUSPICION"

(NOTE: Individual credit sheets will be issued on the two units producing filmed dramas for the "Suspicion" series.)

TIME: NBC-TV, Monday, 10-11 p.m., NYT.

STARTING DATE:  
(for entire "Suspicion"  
series): Sept. 30, 1957

FORMAT: Stories selected for their ability to  
"fascinate, mystify and suspend"  
the viewer.

CAST: Stars of television, motion pictures  
and the stage in leading roles with  
prominent players featured.

HOST: Dennis O'Keefe

EXECUTIVE PRODUCER: S. Mark Smith

PRODUCER: Mort Abrahams

ASSOCIATE PRODUCER: Robert Foshko

DIRECTORS: Don Medford, Jack Smight, and others.

WRITERS: Famous authors' works will be  
adapted by leading TV dramatists.

SCENIC DESIGNERS: Otis Riggs, James Russell, Jan  
Scott.

COSTUME DESIGNER: John Boxer

(more)





2 - Credits for 'Suspicion'

THEME MUSIC:

"Suspicion," by Dave Kahn, Melvyn  
Lenard and Bob Russell.

SPONSORS:

Philip Morris Cigarettes; The Ford  
Division of the Ford Motor Company.

AGENCIES:

J. Walter Thompson Company for the  
Ford Motor Division; and N.W. Ayer  
and Son, Inc., for Philip Morris.

ORIGINATION:

On film from Hollywood

NBC PRESS REPRESENTATIVES:

George Norford (New York)

Bob Bowen (Hollywood)

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NBC-New York, 9/20/57



NBC-TV NEWS

CREDITS FOR NBC-TV'S "CLUB OASIS" PREMIERE STARRING VAN JOHNSON

TIME: NBC-TV, Saturday, Sept. 28, 9-9:30 p.m.,  
NYT, (alternate Saturdays).

STAR: Van Johnson (first show).

ADDED ATTRACTIONS: Jo Stafford and the Four Ames Brothers  
(first show).

PRODUCER-DIRECTOR: Greg Garrison

ASSOCIATE DIRECTOR: Rick Oxford

WRITERS: Mel Diamond and Sidney Miller

MUSICAL DIRECTOR: Pete King

ART DIRECTOR: Raphael Bretton

UNIT MANAGER: Karl Hoffenberg

TECHNICAL DIRECTOR: Joe Conn

COSTUMES: Bob Campbell

AUDIO: Howard Cooley

LIGHTING: Lon Stuckey

ORIGINATION: NBC Studios, Burbank, Calif.

SPONSOR (AND AGENCY): Oasis Filter Cigarettes (McCann-  
Erickson, Inc.).

NBC PRESS REPRESENTATIVES: Joe Bleeden (Hollywood);  
Joe Mehan (New York).

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NBC-New York, 9/20/57





NBC NEWSMAN ELMER PETERSON ON TWO-WEEK 'TODAY'

ASSIGNMENT IN MEXICO AND GUATEMALA

NBC newsman Elmer Peterson is on a two-week assignment in Mexico and Guatemala to report on the political and economic trends of these two countries for NBC-TV's TODAY show.

Peterson, who is "Today's" West Coast correspondent, will record his stories on film for the Monday-through-Friday morning program (7-10 a.m., EDT, on the NBC-TV Network, except WRCA-TV, WRCA-TV only, 7-9 a.m., EDT).

"Both countries are preparing for national elections, the outcome of which could have a bearing on the security of the Western Hemisphere," said Peterson. "Guatemalans go to the polls in October, while the Mexican presidential election takes place next year."

During his first week, Peterson will be in Mexico City filming interviews with various persons, ranging from top-level government officials to the man-in-the-street.

The following week, Peterson will be in Guatemala -- the scene of a bloody revolution three years ago. "Today's" roving reporter will study the current political situation and report on general conditions in the tiny Central American country.





# TRADE NEWS

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September 23, 1957

\$3,000,000 IN GROSS DAYTIME BUSINESS PLACED WITH NBC-TV  
BY FIVE ADVERTISERS SINCE THE FIRST OF MONTH

Three million dollars in gross daytime business has been placed with the NBC Television Network by five advertisers since the first of the month, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

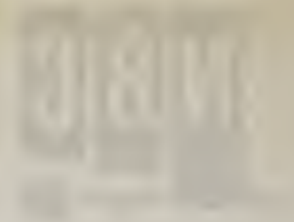
This latest upsurge in new and renewal business comes on top of the \$2,000,000 daytime order from Sterling Drug, Inc., announced earlier this month, Mr. Goodheart said, and calls for the sponsorship of segments in four high-rated Monday-through-Friday programs: TIC TAC DOUGH (12 noon-12:30 p.m., NYT); IT COULD BE YOU (12:30-1 p.m., NYT); QUEEN FOR A DAY (4-4:45 p.m., NYT) and COMEDY TIME (5-5:30 p.m., NYT).

The five advertisers and their agencies follow:

The Welch Grape Juice Company has ordered the alternate Friday, 4-4:15 p.m., (NYT) segment of QUEEN FOR A DAY for 43 weeks starting Nov. 8. In addition, the advertiser has renewed its sponsorship of an alternate-week quarter-hour segment of COMEDY TIME for 52 weeks. The renewal, which was effective Sept. 12, calls for the

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advertiser to continue sponsoring the alternate Thursday, 5:15-5:30 p.m., (NYT) segment of COMEDY TIME through Oct. 24, switching to the alternate Friday, 5-5:15 p.m., (NYT) segment, starting Nov. 8.

The Brown and Williamson Tobacco Corp. has renewed its sponsorship of the second quarter-hour segment of IT COULD BE YOU and the first quarter-hour segment of QUEEN FOR A DAY, both on alternate Thursdays for 52 weeks, effective Oct. 31.

The Toni Company has renewed its sponsorship of the second quarter-hour segment of TIC TAC DOUGH and the second quarter-hour segment of QUEEN FOR A DAY, both on alternate Mondays for 52 weeks, effective Sept. 30.

The Sandura Company has renewed its sponsorship of an alternate-week quarter-hour of QUEEN FOR A DAY for 21 weeks. The renewal was effective Wednesday, Sept. 18. Starting Oct. 7, the advertiser will switch to the alternate Monday, 4:15-4:30 p.m., (NYT) portion of the program.

Slenderella Systems, Inc., making its debut as a network television sponsor, has ordered the alternate Wednesday, 4-4:15 p.m., (NYT) segment of QUEEN FOR A DAY. The sponsorship began Sept. 11 and will run through Nov. 6.

Richard K. Manoff Advertising, Inc., is the agency for Welch Grape Juice; Russell M. Seeds Company represents Brown and Williamson; North Advertising, Inc., is the agency for the Toni Company; Hicks and Greist, Inc., is the agency for Sandura, and Management Associates of Connecticut, Inc., represents Slenderella.

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NBC-New York, 9/23/57

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# NBC COLOR TELEVISION NEWS

## JESS OPPENHEIMER TO PRODUCE TWO-HOUR NBC COLORCAST OF 'GENERAL MOTORS FIFTIETH ANNIVERSARY SHOW'

Jess Oppenheimer, a top television program creator, has been assigned as producer of NBC-TV's two-hour all-star GENERAL MOTORS FIFTIETH ANNIVERSARY SHOW -- one of the most important production assignments of the 1957-58 TV season -- according to an announcement today by Manie Sacks, Vice President, Television Network Talent and Programs, for the National Broadcasting Company.

The special program will be telecast in color on Sunday evening, Nov. 17, from 9-11 p.m., EST. The stars and program details for the anniversary show will be announced shortly, Mr. Sacks said.

Mr. Oppenheimer developed and produced "I Love Lucy," on which he also was head writer. He has worked creatively with virtually all the major comedy and drama personalities of the past 15 years, including Fred Astaire, Jack Benny, Edgar Bergen (and Charlie McCarthy) and Rudy Vallee. He has served as a major program department executive with NBC in Hollywood since the Spring of 1956.

Kudner Agency, Inc., represents the General Motors Corp. on the special NBC-TV two-hour colorcast.

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NBC-New York, 9/23/57







## TRADE NEWS

September 23, 1957

PREMIERE OF "DINAH SHORE'S CHEVY SHOW" FULL-HOUR COLORCASTS  
TO SPOTLIGHT NANETTE FABRAY, TAB HUNTER AND DANNY THOMAS

Dinah Shore will embark upon her most extensive schedule as an entertainer when she presents the premiere program in the series of 24 NBC-TV DINAH SHORE'S CHEVY SHOW productions Sunday, Oct. 20 (9-10 p.m., NYT, in color and black and white). Guest stars that night will be Nanette Fabray, Tab Hunter and Danny Thomas.

"Dinah Shore's Chevy Show" will be sponsored by the Chevrolet Motor Division of General Motors Corp., through Campbell-Ewald Co., advertising agency.

Dinah's entrance into a full season of full-hour colorcasts marks the start of a new phase of her career, discontinuing her successful 15-minute NBC-TV weekly show to concentrate on the new series. Since she began the quarter-hour programs in October, 1951, Dinah has presented 444 of them (they were scheduled twice a week until last year). In January, 1956 Dinah first performed as star of a full-hour "Chevy Show," and last season (1956-57) she appeared on nine one-hour programs.

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RECEIVED FROM THE NEW YORK PUBLIC LIBRARY  
ASTEN LENOX TILDEN FOUNDATION

## 2 - "Dinah Shore's Chevy Show"

In addition to Nanette Fabray, Tab Hunter and Danny Thomas, who will appear on the Oct. 20 show, Dinah will present top personalities from the entertainment world during the coming season. Already scheduled are Bob Cummings, Oct. 27; Marge and Gower Champion, Nov. 24; Jane Powell and Jimmy Durante, Dec. 1. Other stars who have been signed but not yet scheduled include Bob Hope, Maureen O'Hara, Hugh O'Brian and Robert Wagner.

Bob Banner, who was producer-director of all Dinah's shows last year, will serve a similar role during the new season. Also returning are writers Bob Wells and Johnny Bradford, who will provide special material including music and lyrics in addition to their scripting assignment. Creative choreographer Tony Charmoli, who staged NBC-TV's "Your Hit Parade" for several years, will return for his second season to stage the musical numbers for "Dinah Shore's Chevy Show" series. Other regular members of Dinah's crew will be announced.

In addition to acclaim from viewers and critics last season, Dinah also won many awards. In March she received the first "Emmy" from the Academy of Television Arts and Sciences for "Best Female Personality in a Continuing Performance." Dinah previously won "Emmys" in 1955 and 1956 for "Best Female Singer." Other honors included the Radio-TV Daily Awards poll as "TV's Woman of the Year," the City of Hope's choice as "Mother of the Year" and Harper's Bazaar designation as "Best Dressed Woman on TV." Last January Dinah went on a goodwill

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3 - "Dinah Shore's Chevy Show"

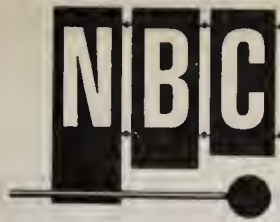
tour during which she performed for charity and benefits in 10 cities to aid the March of Dimes, the Heart Fund, the Variety Clubs, the Rosalia Foundling Home and many other worthy causes.

"Dinah Shore's Chevy Show" will be presented three out of four Sundays during the season, except for a few dates when special programs will be telecast (such as the General Motors Fiftieth Anniversary Show Nov. 17, (9-11 p.m., NYT). For the most part, the fourth weekly time segment will be filled with "The Chevy Show," which will star other top-name entertainment personalities.

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NBC-New York, 9/23/57





## TRADE NEWS

September 23, 1957

'THE COURT OF LAST RESORT' SERIES STARTS ON NBC-TV  
FRIDAY, OCT. 4, WITH STORY OF NEW ENGLAND MURDER  
CASE INVESTIGATED BY TRUTH-SEEKING GROUP OF MEN

The case of a young man who was found standing over a murder victim and was sentenced to life imprisonment will be taken up by THE COURT OF LAST RESORT, when the NBC-TV series makes its debut Friday, Oct. 4 (8-8:30 p.m., NYT).

"The Case of Gordon Wallace" is based on an actual murder that took place in a New England town and was later investigated by the real-life Court of Last Resort, which is dedicated to freeing wrongfully convicted prisoners.

Gordon Wallace, a fictitious name for the actual prisoner, was convicted when he was only 18 years old. His case was brought to the attention of the Court 22 years later when he attempted suicide.

"The Court of Last Resort," starring Lyle Bettger as the Court's chief investigator, is sponsored by the P. Lorillard Company, makers of Old Gold cigarettes, through the Lennen and Newell agency. The filmed series is produced by Jules C. Goldstone, in association with Paisano Productions.

(more)





The real-life Court was founded by lawyer and mystery-writer Erle Stanley Gardner and publisher Harry Steeger. Besides these men, its membership includes a top private detective, a medico-legal expert, a specialist in the use of the lie-detector, a professor of police science, and a trial lawyer.

Since its founding, the Court has helped effect the release of a number of prisoners sentenced for crimes they did not commit. In other cases, the Court made intensive investigations which tended to confirm the original convictions. At present the Court has hundreds of cases under investigation.

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NBC-New York, 9/23/57

The first of these is the fact that the  
human body is a very complex organism,  
and that the various parts of it are  
interconnected in a very intricate manner.  
It is therefore not surprising that the  
study of the human body should be a  
very difficult task. The second of these  
facts is that the human body is a  
very plastic organism, and that it is  
capable of adapting itself to a wide  
variety of conditions. This fact is of  
great importance in the study of the  
human body, as it shows that the  
body is not a fixed entity, but that it  
is capable of changing its form and  
function in response to its environment.  
The third of these facts is that the  
human body is a very sensitive organism,  
and that it is capable of responding to  
a wide variety of stimuli. This fact is  
also of great importance in the study  
of the human body, as it shows that  
the body is not a passive entity, but  
that it is capable of responding to its  
environment in a very active manner.

THE JOURNAL OF THE  
ROYAL ANTHROPOLOGICAL INSTITUTE

THE JOURNAL OF THE  
ROYAL ANTHROPOLOGICAL INSTITUTE

'PRIVATE SECRETARY,' FILMED SERIES STARRING ANN SOTHERN, GOES INTO  
MONDAY-THROUGH-FRIDAY 'COMEDY TIME' SPOT ON NBC

"Private Secretary," filmed series starring Ann Sothern, begins on NBC-TV's COMEDY TIME Thursday, Sept. 26 (5-5:30 p.m., EDT, Monday through Friday). "I Married Joan" concludes Wednesday, Sept. 25 in that time-spot.

"Private Secretary" tells of the hilarious office antics of Susie McNamara (Ann Sothern) -- a not-so-typical secretary. Don Porter plays Peter Sands, her harassed boss.

-----O-----

PRESIDENT EISENHOWER'S TALK FOR COMMUNITY CHEST  
ON NBC TELEVISION AND RADIO SUNDAY, SEPT. 29

A talk by President Eisenhower on behalf of the Community Chest Fund will be broadcast by NBC Television and Radio Sunday, Sept. 29, from 8:55 to 9 p.m., NYT.- The program will be filmed and tape-recorded in advance for presentation at this time.



THE SECRETARY OF DEFENSE, WASHINGTON, D.C. 20301

MEMORANDUM FOR THE SECRETARY OF DEFENSE

SUBJECT: [Illegible]

1. [Illegible]

2. [Illegible]

3. [Illegible]

4. [Illegible]

5. [Illegible]

6. [Illegible]

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8. [Illegible]

9. [Illegible]

10. [Illegible]

11. [Illegible]

12. [Illegible]

13. [Illegible]

'THIS IS YOUR LIFE' GUEST KNOWS OF APPEARANCE IN ADVANCE;  
REASON WILL BE DISCLOSED ON OCT. 2 SHOW FROM NEW YORK

Ralph Edwards will do a double-switch on his Wednesday, Oct. 2 program of THIS IS YOUR LIFE (NBC-TV, 10 p.m., NYT) when he changes the point of origination from Hollywood to New York City and when he presents the life story of a subject who has already been informed of the appearance.

Only on three occasions (in nearly 200 presentations) has Edwards informed a subject that he was to be on the program, preferring to surprise the guest and the audience. He did so in the case of singer Lillian Roth, because of the nature of her personal problems, and in the case of Eddie Cantor, because of the actor-comedian's ill health. A subject suffering from mental illness was also alerted about appearing on the series.

Tallulah Bankhead inadvertently learned of the surprise and informed Edwards two days before her appearance. Because he considered her story unique in the annals of Hollywood personalities, Edwards allowed the show to go on. However, when a similar slip in secrecy occurred with Zsa Zsa Gabor and with actress Ann Sheridan, both shows were cancelled.

Although the subject of the Oct. 2 show knows the story is to be presented, the name will not be revealed to the public, since the surprise element is important on viewers' parts, too. But Edwards considers the program subject to represent one of the most interesting stories ever selected for "This Is Your Life."

Edwards will have his entire production staff in New York for the Oct. 9 show too.

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THIS IS YOUR FIRST COPY OF THE REPORT IN ADVANCE  
 REPORT WILL BE FORWARDED ON OCT. 2 AND YOU WILL HAVE

THE FOLLOWING INFORMATION:

1. A program of this is being made (see-10) to the effect that the

major part of the information from the report is being made

to be presented in the form of a report which has already been the

subject of the report.

Only on these occasions (in nearly 200 presentations) has

there been a subject that has to be in the program, and

to suggest the subject and the subject, we did not have

any other information, because of the nature of the program and

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# NBC COLOR TELEVISION NEWS

THE KUKLAPOLITANS (KUKLA, FRAN AND OLLIE),  
JULIE WILSON AND PEARL BAILEY ARE GUESTS  
ON 'PERRY COMO SHOW' SATURDAY, SEPT. 28

Those noted Kuklapolitans -- Kukla, Fran and Ollie -- will join stage and supperclub singer Julie Wilson and song stylist Pearl Bailey as guests on NBC-TV's PERRY COMO SHOW Saturday, Sept. 28 (8-9 p.m., EDT, in color and black and white).

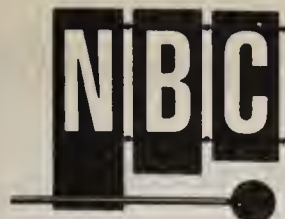
During the full-hour colorcast Kukla, Fran and Ollie will perform from their special stage and will engage in a sequence with Como. Miss Wilson and Miss Bailey will be featured in solo selections and in duets with their host.

Como, the Louis Da Pron dancers and Ray Charles singers will start the show in a production of "South of the Border." Como's other songs will include "It Could Happen to You" and "Fascination."

NBC-New York, 9/23/57







September 24, 1957

Attention, Sports Editors

TOP SPORTSCASTERS ANNOUNCED AS COMMENTATORS FOR COVERAGE  
OF WORLD SERIES ON NBC-TV AND RADIO

Mel Allen and Al Helfer on television, and Earl Gillespie, Bob Neal and Bill Corum on radio, will be the commentators for NBC's coverage of the 1957 World Series between the New York Yankees and Milwaukee Braves, starting Wednesday, Oct. 2, it was announced today by Baseball Commissioner Ford C. Frick.

All Series games played in New York's Yankee Stadium will be televised in color as well as black and white. The Yankees will be the home team for the first two games on Oct. 2 and 3 for games six and seven, if they are needed to decide the best four-of-seven competition, on Oct. 9 and 10.

TV and radio coverage from New York will begin at 12:45 p.m., NYT, and from Milwaukee's County Stadium, scene of games three, four and (if necessary) five on Oct. 5, 6 and 7, at 2:45 p.m., NYT. There will be open days for travel Oct. 4 and 8 when the Series shifts parks.

(more)



## 2 - World Series

Sportscasters for the two pennant winners are on the World Series broadcasting team. Allen has been a radio and television commentator for the Yankees since 1939, and Gillespie announces Milwaukee games. Helfer is one of the Brooklyn Dodgers' broadcasters and Neal is a Cleveland Indians' commentator. Corum, a noted sports columnist, also is president of Churchill Downs.

The pennants in both leagues were clinched last night (Sept. 23). The 1957 American League flag is the 23rd won by the Yankees and their eighth in the nine years that Casey Stengel has been their manager. This is the Braves' first National League pennant since 1948 and the first ever for Milwaukee, to where the Braves moved five years ago from Boston.

The World Series telecast will be produced by Perry Smith and directed by Harry Coyle. Paul Jonas will direct the radio broadcast. NBC's TV and radio coverage are features of the "Gillette Cavalcade of Sports" series.

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NBC-New York, 9/24/57



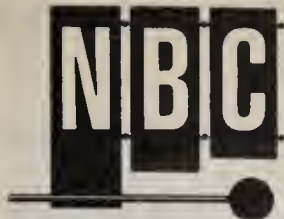
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September 24, 1957

WORLDWIDE TV NETWORK--USING BROAD-BAND OVER-THE-HORIZON SYSTEM--  
FORESEEN BY MAJ. GEN. LEAVEY, I.T. & T. PRESIDENT, IN HISTORIC  
CLOSED CIRCUIT TELECAST FROM WRC-TV, WASHINGTON, TO HAVANA

A complete worldwide television network utilizing the recently developed broad-band over-the-horizon television system was predicted today by Major General E.H. Leavey, President of the International Telephone and Telegraph Corp., in a historic telecast from WRC-TV, NBC's owned station in Washington, D.C., to Havana, Cuba.

Speaking in the nation's capital via the first closed circuit use of the system in the Western Hemisphere to an audience of Ministers of Communication from more than 20 South and Central American countries assembled at the Hotel Nacional in Havana, General Leavey said that broad-band over-the-horizon television could affect the worldwide service.

He visualized "a jai alai match in Havana being viewed simultaneously in New York, Buenos Aires and Santiago, or a colorful British ceremony such as the change of the guard at Buckingham Palace becoming a familiar sight to everyone who has a television set."

General Leavey pointed out that over-the-horizon microwave radio is not a toy for the wealthy but a practical means of overcoming such barriers as mountains, wastelands and bodies of water that still separate centers of population, trade and culture from one another.

(more)



He said this new method of communication is completely dependable over distances of up to approximately 300 miles.

General Leavey concluded that this new system, of which International Telephone and Telegraph Corp. is one of the developers, is destined to weave still closer the bonds of communication between countries of the Western Hemisphere, "thereby promoting our mutual understanding, respect, peace and prosperity."

The special half-hour closed circuit telecast, presented at 11 a.m., NYT, was produced by NBC TeleSales under the supervision of James Gannon.

-----O-----

NBC-New York, 9/24/57





NBC-TRADE NEWS

NBC-TV FALL SCHEDULE SHIFTS INTO HIGH GEAR

WITH N. Y. MOTORCADE TELECAST ON 'TODAY'

NBC-TV will hail its Fall lineup with a mid-Manhattan motorcade Wednesday, Sept. 25, a portion of which will be telecast on the network's TODAY show at 8:15 a.m., EDT.

The motorcade will consist of 12 convertibles (three Buicks, three Chevrolets, three Fords and three DeSotos), a Greyhound Bus, and WRCA's Thunderbird mobile unit.

Each vehicle will carry a chauffeur, a pretty NBC Guidette and a banner reading, "New York Welcomes the Brightest Shows of All on NBC This Fall."

The motorcade will assemble at NBC's 30 Rockefeller Plaza headquarters, with "Today" as their first stop. Then it will cruise the midtown area until about 1 p.m.

Among the shows to be saluted in the motorcade (and automotive sponsors identified with them) are "Tales of Wells Fargo" (Buick), "Groucho Marx -- You Bet Your Life" (DeSoto), "Suspicion" and "The Ford Show" (Ford), "The Chevy Show" (Chevrolet) and "The Steve Allen Show" (Greyhound).

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NBC-New York, 9/24/57



NBC'S FRANK BOURGHOLTZER ACHIEVES FIRST  
BULGARIA-TO-U.S. BROADCAST IN TEN YEARS

Frank Bourgholtzer, Chief of NBC's Vienna Bureau, has made the first broadcast from Bulgaria to the United States in ten years.

Bourgholtzer said today (Sept. 24) on the 12 Noon (EDT) NBC RADIO NEWS-ON-THE-HOUR, it took "three days of concentrated effort" to set up the broadcast from Sofia and that "arrangements are rugged." He reported: "I'm set up in a room at the Hotel Balkan with a tape recorder and two telephone lines, one snaked in from a window in the next room. With the help of three technicians and two translators, we've put my reports on tape and then played back my reports over the lines all the way to New York."

Bourgholtzer will remain in Communist Bulgaria for a few days to make additional broadcasts and take films on that country. He stopped off in Sofia enroute to Vienna from covering the talks in Yugoslavia between Marshal Tito and Polish Communist boss Gomulka.

NBC-New York, 9/24/57







## TRADE NEWS

September 25, 1957

'WAGON TRAIN' SOLD OUT AS EDESEL DIVISION OF FORD MOTOR CO.

BUYS FULL-HOUR SPONSORSHIP ON ALTERNATE WEEKS

The Edsel Division of Ford Motor Company has purchased the full-hour sponsorship of NBC-TV's new WAGON TRAIN (Wednesdays, 7:30-8:30 p.m., NYT) on alternate weeks, marking one of the major program sell-outs in the television industry for the 1957-58 season.

Announcement of the sale, effective Oct. 23, was made today by William R. (Billy) Goodheart, Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Hailed on its Sept. 18 debut as the best Western program on network television, and one of the best pioneer films ever produced in any medium, "Wagon Train" is co-sponsored on alternate weeks by the Drackett Co. and the Lewis-Howe Co.

The filmed "Wagon Train" series dramatizes the journey of a group of pioneers in the early 1850s from the Midwest to California and features Ward Bond and Robert Horton as permanent co-stars. In accordance with the program's star-for-every-performance policy, such distinguished performers as Shelley Winters, Agnes Moorehead, Farley Granger, Ricardo Montalban, Michael Rennie, Carolyn Jones, Joanne Dru and Mark Stevens already have been signed for appearances. Academy Award-winner Ernest Borgnine starred in the series' initial program.

Foote, Cone & Belding is the advertising agency for the Edsel Division of Ford Motor Company.

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## NBC OWNED STATIONS DIVISION



# News

September 25, 1957

NBC OWNED STATIONS IN EIGHT CITIES WILL CONCENTRATE ON SIX-WEEK  
PUBLIC SERVICE PROJECT, 'KNOW YOUR SCHOOLS'

--A 'FIRST' IN BROADCASTING

For the first time in broadcasting history, the combined facilities of 13 major radio and television stations in eight leading American cities will be concentrated on a single public service project over a six-week period, it was announced today by Thomas B. McFadden, Vice President in charge of NBC Owned Stations.

The "Know Your Schools" project, developed by the NBC Owned Stations with the cooperation of the U.S. Department of Health, Education and Welfare and the U.S. Office of Education, will be launched on the weekend of Oct. 12-13. The time and program cost of the project will be in excess of \$1,000,000.

Typical of individual station programming for the project is WRCA-TV's "We Deal In Futures," a series of six special programs with Charles Van Doren as educational advisor and master of ceremonies.

During the six-week duration of the project, each of the stations will carefully document the techniques used and the results obtained in its community. At the conclusion, a comprehensive

(more)





## 2 - Know Your Schools

report containing this information will be made available to the entire broadcasting industry.

The project was announced this morning (Wednesday, Sept. 25) during NBC-TV's "Today" program by Mr. McFadden. Participating with him on the same program from Washington were Marion B. Folsom, Secretary of the Department of Health, Education and Welfare, and U.S. Commissioner of Education Lawrence G. Derthick. They offered their full cooperation in the public service effort.

A total of 200 hours of program time and 3,000 public service announcements will be devoted by the NBC Owned Stations to the project. The stations are: WRCA and WRCA-TV, New York City; WRCV and WRCV-TV, Philadelphia; WRC and WRC-TV, Washington; WNBC and WKNB, Hartford-New Britain; WBUF, Buffalo; WMAQ and WNBQ, Chicago; KRCA, Los Angeles; and KNBC, San Francisco.

Enthusiastic endorsements of the project have already been received from many leading organizations of educational administrators, including the National Education Association, American Association of School Administrators, American Council on Education, National School Public Relations Association, National Academy of Sciences, American Vocational Association, the Ford Foundation, National Citizens Council for Better Schools, and Council of Chief School Officers.

Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, stated that "the concept of the 'Know Your Schools' campaign is in the best public service tradition of the industry."

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### 3 - Know Your Schools

A cross-section of the subject matter will include the critical needs of education from kindergarten to college, the shortage of students interested in studying science and engineering, teacher training, and increasing the membership of parent-teacher associations. A wide range of broadcast techniques to convey this information will include documentaries, dramatic programs, TV movie intermission features, remote pickups, film shows, panel discussions, debate programs, interviews and TV demonstrations.

In addition to newly-created programs and features which each NBC Owned Station will introduce in its broadcast schedule during the six weeks of the project, numerous special events and promotions are being planned. These include a four-day public service festival, a "Schoolarama" exhibit, PTA membership campaign, and a conference of business and industrial leaders.

The "Know Your Schools" project is an outgrowth of the highly successful Impact Public Service policy announced by the NBC Owned Stations earlier this year. By using the Impact concept, each of the stations periodically concentrates its community service efforts on a single project of civic importance. However, the efforts of all eight stations had never before been coordinated to produce one intensive undertaking.

Many subjects dealt with in public service programs of the NBC Owned Stations are directly related to the activities of the U.S. Department of Health, Education and Welfare. In view of this fact, Mr. McFadden proposed to Secretary Folsom that a subject of vital public interest be selected as the focal point of an intensive public service project by the stations. After receiving Mr. Folsom's

(more)





#### 4 - Know Your Schools

assurance of cooperation, NBC representatives worked with officials of the H.E.W. Department to find an appropriate subject area. The general managers of the NBC Owned Stations voted in favor of education as the field in which their stations could best serve their communities. The "Know Your Schools" project will be coordinated by Don Bishop, Director of Community Services for the NBC Owned Stations, who originated the Impact Public Service policy.

Some of the most pressing problems facing the nation's educators, as outlined by the U.S. Office of Education, include: the teacher and schoolroom shortage, the need for more science and engineering students, the drop-out rate of high school students, the limited facilities for higher education and how to stimulate citizen interest in education.

During the course of the "Know Your Schools" effort, reports on local activities in the eight cities with NBC Owned radio and TV stations will be broadcast to the entire nation on such NBC-TV programs as "Today" and "Tex and Jinx" and NBC Radio's "Monitor." After the concluding week (Nov. 10-16, which coincides with American Education Week), each station will report its individual contribution to the project. This information will be assembled and made available to the entire broadcasting industry to serve as a guide to other radio and television stations which may wish to use these techniques in their own communities.

Following are summaries of the plans which the NBC Owned Stations have prepared for the "Know Your Schools" project:

(more)





## 5 - Know Your Schools

In New York, WRCA is preparing a series entitled "It's Your Business" in cooperation with the National Citizens Council for Better Schools. The radio programs will discuss school problems in terms of actual case histories. "Parallel," a series of news-historical programs produced in cooperation with Columbia University's Center for Mass Communications, will present leading historians, and "Tex and Jinx" will introduce authorities in the educational field. "Pulse" will make surveys to get the public's reaction to specific questions about education, and "The Kenneth Banghart Show" will broadcast a number of features on education. A four-hour discussion of school problems is scheduled for "Marathon."

On WRCA-TV, a series of six programs, "We Deal in Futures," will spur interest in All-Day Neighborhood Schools, Inc. This privately supported group, under the New York Board of Education, co-operates with schools in depressed areas. Each program will show a different aspect of the group's efforts to help children, their parents and teachers. The "Hi, Mom" program will invite educators to talk with mothers about preparing their children for school; the "Hy Gardner Show" will present interviews with school officials; and "Sunday's Schedule" will present various features on educational topics.

WNBC and WKNB, Hartford-New Britain, are planning several special programs. WNBC will present "This Is Your World," conducted by an outstanding educator, Prof. Albert E. Burke, and "Understanding Our Schools," produced by Dr. Irving S. Starr, chairman of the department of education of Hillyer College. A third program, tentatively titled "Upward Bound," will cover classroom methods and techniques.

(more)





## 6 - Know Your Schools

"Digest" will carry two features daily on schoolroom practices, and numerous filmed comments about education by leading citizens will be broadcast. On WKNB (Radio), "Open Mike" will devote a program a week to educational subjects and at least 50 spot announcements weekly to the "Know Your Schools" theme. The second day of a four-day public service festival sponsored by the station, Oct. 17-20, has been designated Education Day.

WRCV-TV, Philadelphia, will present a new half-hour color program, "Dimension," to emphasize the need for students to enter the fields of science and engineering. "Concept" will show how a large university serves the entire community, and "Progress" -- which recently won a School Bell Award of the National Education Association -- will deal with school problems and objectives. "Spectrum" and "Invest in America" also will present special educational features. A program showing an actual Parent-Teachers Association meeting in progress also will be broadcast. Radio programs on WRCV which will integrate educational features include "Why," "Junior Town Meeting," "Stars of Tomorrow" and "Tell Me This." Both stations will participate in numerous promotions, including a week-long "Schoolarama" exhibit, at which all phases of school work will be demonstrated; a "Salute to Teacher Day" and the award of a television set to an outstanding parent-teacher group. The stations' operation for one day will be turned over to high school students who are interested in broadcasting.

WRC and WRC-TV, Washington, are planning to develop programs in cooperation with six educational institutions in the area: The American University, Catholic University of America, Georgetown University, George Washington University, Howard University and the

(more)





## 7 - Know Your Schools

University of Maryland. WRC-TV will schedule a series of six programs dealing with the objectives, teachers, academic problems, facilities and resources of these institutions. "Teen Talk" will devote several programs to the subject of looking ahead to college, and "The Other Two Billion" will show the development of a great university through the story of its president. On WRC Radio, "Capital Bylines" will present 20 programs showing all aspects of higher education in the Washington areas.

Station WBUF, Buffalo, is planning a new 30-minute program, "Bored with Education?" which will deal with educational matters ranging from attitudes on progressive education to the teacher shortage. The station's educational programs, "Spectrum" and "Notebook," will integrate special school features, and 300 public service announcements will promote the campaign. A major effort will be made to persuade citizens to visit local schools during "Open House" periods, and a speakers' bureau will be set up to provide qualified lecturers on educational subjects for the meetings of civic organizations. A conference of business and industry leaders will be organized.

WNBQ and WMAQ, Chicago, plan to use the "Know Your Schools" theme in nearly 100 programs or program features and 400 public service announcements. A new "Know Your Schools" program will be broadcast weekly by both stations, reporting in documentary style the problems of school expansion, curriculum, teacher recruitment and training, and similar issues. On WNBQ, educational programs will be included in "Live and Learn," "Shadows of the City" and "Active Education." On WMAQ school features will be used on "Viewpoint,"

(more)





## 8 - Know Your Schools

"City Desk," "Mary Merryfield," "Virginia Marmaduke" and "School Bulletins." The stations will cooperate with the Community Mobilization for Youth project, which endeavors to prevent the development of delinquency.

Station KRCA, Los Angeles, will inaugurate two new program series, "Pathways to Knowledge" and "Our Greatest Resource," both of which will draw on local educational institutions to provide material for a comprehensive survey of educational problems. Subjects to be covered include: the scope of Los Angeles schools, the qualifications and effectiveness of teachers, problems of discipline, adult education, programs for employes and labor unions, and new reading techniques. Several telecasts on school issues will be scheduled on current KRCA programs, including "This Growing World," "Get The Facts" and programs with Dr. Frank Baxter and Lorser Feitelson, a leading art critic. The station plans an "Open House" day in cooperation with the city school system, so that parents may visit the schools.

Station KNBC, San Francisco, will originate a "Know Your Schools" radio program which will deal with the following subjects: adequacy of the curriculum in elementary and high schools, school equipment and facilities, teacher training and adult education. Regular programs carrying features of educational interest include news broadcasts, "Operation Brotherhood" and "Listen Ladies." The station will conduct a contest and give awards for the best suggestions for improving the schools and promote a Parent-Teacher Association membership campaign.

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NBC-New York, 9/25/57

"Study Your School" and "Study Your School"

The following are the results of the study of the school system in the city of New York.

1. The school system is a complex one.

It is a system of many parts, each of which is important in its own right.

The school system is a complex one, and it is a system of many parts.

It is a system of many parts, each of which is important in its own right.

The school system is a complex one, and it is a system of many parts.

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The school system is a complex one, and it is a system of many parts.

It is a system of many parts, each of which is important in its own right.



# NBC OWNED STATIONS DIVISION

# News

September 25, 1957

EDUCATION AND BROADCASTING ORGANIZATIONS EXPRESS  
ENTHUSIASTIC ENDORSEMENT OF 'KNOW YOUR SCHOOLS'  
PROJECT OF NBC OWNED STATIONS

Educational and broadcasting organizations have enthusiastically endorsed the "Know Your Schools" project of the NBC Owned Stations.

The pioneering public service effort, which will be launched on the weekend of Oct. 12-13 and continue for six weeks, was developed by the 13 radio and television stations owned by NBC in eight leading cities to spotlight important current issues involved in American education. Planned with the cooperation of the United States Department of Health, Education and Welfare and the U.S. Office of Education the project will be carried out by each station in terms of the needs and interests of the local community.

Following are some of the comments about the project which have been received by Thomas B. McFadden, Vice President in charge of NBC Owned Stations:

William G. Carr, Executive Secretary, National Education Association -- "You may be assured that the National Education Association will cooperate with you in every way in this truly constructive effort to develop greater public understanding of education.

(more)



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## 2 - Project

Harold Fellows, President, National Association of Radio and Television Broadcasters -- "The concept of the 'Know Your Schools' campaign is in the best public service tradition of the industry. I have been pleased to note that you have the advice and support of experts on the national scene through the cooperation of the U.S. Department of Health, Education and Welfare. At the same time you have wisely recognized the essentially local character of many educational problems by providing an opportunity for your stations to individualize their approach in keeping with the needs of their own communities."

Philip J. Hickey, President, American Association of School Administrators -- "It is extremely fortunate that your company is willing to contribute its skill and experience in utilizing the resources of radio and television to bring these critical issues in education to the attention of America. Those of us who have had some experience with the utilization of radio and television in the schools know how widespread can be the effect and how great can be the impact on the individual of these media of communication. I trust that the influence of your programs will extend far beyond the areas served by the eight cities developing the series."

Arthur S. Adams, President, American Council on Education -- "This endeavor is indeed timely and should contribute immeasurably in informing the public of the important problems in the field of education. It is good to know that the project is being developed in cooperation with the U.S. Department of Health, Education and Welfare, for this agency is fully cognizant of the many problems facing our schools and of the need for better understanding of these problems by citizens throughout the country."

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### 3 - Project

Sylvia Ciernick, President, National School Public Relations Association -- "Civic-minded projects, such as 'Know Your Schools,' will help the individual citizen recognize the importance of a strong and free public school system and will encourage him to take the time to know his schools and to help his schools."

M.H. Trytten, Director, Office of Scientific Personnel, National Academy of Sciences -- "I know that the educational public will be extremely gratified at this public-spirited activity on the part of NBC. In particular, those of us who have been concerned with the rapidly rising demand for highly trained personnel and who have realized the increasing importance of the role of the schools in modern society believe that this is a very timely and powerful step in helping meet our needs."

Lowell A. Burkett, Chairman, Advisory Committee of National Organizations, American Vocational Association -- "The Advisory Committee of National Organizations -- 23 groups that embrace a membership of approximately 70,000,000 people -- commends NBC on far-sighted pioneering in behalf of public relations for education in the United States."

Gloria Dapper, Director, National Citizens Council for Better Schools -- "...especially pleased to note that NBC intends to make its findings known to others in the broadcasting media so that your project will help others profit from your experience."

Edgar Fuller, Executive Secretary, Council of Chief School Officers -- "Your program is one of the most concentrated efforts thus far to get to the heart of the matter of education, insofar as the

(more)





networks are concerned. We like especially the idea that after the initial NBC Owned Stations have conducted the campaign that it will be made available to other stations throughout the country."

Finis E. Engleman, Executive Secretary, American Association of School Administrators -- "I am sure that I speak for the administrators of the United States when I express to you our gratitude for this genuine contribution to the welfare of the people of the United States."

John K. Weiss, Education Division, The Ford Foundation -- "There is no doubt that one of the key problems facing American education today is the ignorance and apathy of the general public about the scope, the function, the opportunity and the problems of our public schools. You may be certain you have the strongest support and good wishes of the Foundation in this venture."

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NBC-New York, 9/25/57

*(continued)*



## TRADE NEWS

September 25, 1957

### NINE MORE SIGN AS CO-OP SPONSORS OF "NAT 'KING' COLE SHOW"

Nine more advertisers have signed as sponsors of NBC-TV's NAT 'KING' COLE SHOW on a cooperative basis, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company. In addition, two current cooperative advertisers have extended their sponsorship of the Tuesday night (7:30-8 p.m., NYT) musical program to additional markets, Mr. Goodheart said.

The advertisers and the stations on which they will present the "Nat 'King' Cole Show" are: The Gunther Brewing Company (now sponsoring the program over WRC-TV, Washington, D.C.) WBAL-TV Baltimore; Commercial Solvents Corporation, for its anti-freeze, WBUF, Buffalo; Colgate-Palmolive Company (now sponsoring the series over KRCA-TV, Hollywood) and the Continental Baking Company, WNBQ, Chicago; Folger's Coffee, Rival Dog Food and the George Wiedemann Brewing Company, Inc., WLW-T, Cincinnati; Gold Bond Beer, KYW-TV, Cleveland; Swan Cleaners, WLW-C, Columbus, Ohio; the Coca-Cola Company, KPRC, Houston; and Wilen Wine, WRCV-TV, Philadelphia.

The new orders bring to 15 the number of advertisers now sponsoring the nationally televised program in a total of 14 leading markets.

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NBC TRADE NEWS

LEVER BROTHERS TO BE ALTERNATE SPONSOR OF 'FATHER KNOWS BEST'

Lever Brothers Company will sponsor NBC-TV's family comedy series, FATHER KNOWS BEST, starring Robert Young, on alternate weeks starting Wednesday, Oct. 2 (8:30 p.m., NYT), it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Lever Brothers joins the Scott Paper Company, which has sponsored the series weekly since it started on NBC-TV in August, 1955. Scott Paper's alternate-week sponsorship begins today with the first program of the new season.

The J. Walter Thompson Company is the advertising agency for both Lever Brothers and Scott Paper.

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NBC-New York, 9/25/57

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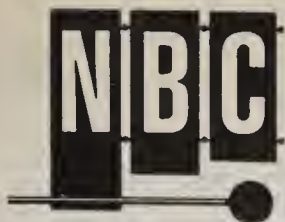
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September 25, 1957

SURVEY SHOWS MORE MEMBERS OF CONGRESS WATCH NBC-TV NEWS PROGRAMS THAN THOSE OF ANY OTHER NETWORK, AND THAT NBC'S CHET HUNTLEY AND DAVID BRINKLEY ARE FAVORITE COMMENTATORS OF LEGISLATORS

A Capitol Hill survey has shown that more members of Congress watch NBC-TV news programs than those of any other network, and that NBC's Chet Huntley and David Brinkley are the favorite commentators of the legislators.

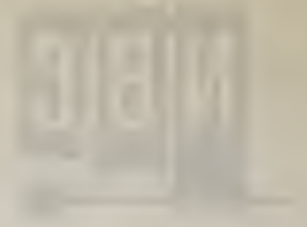
All members of the House and Senate took part in the poll conducted by Walter Gerson and Associates, marketing and management consultants. Neither the interviewers nor the Congressmen knew the purpose of the poll.

Asked "Which television station do you watch more for the news?" 43.8 percent listed Washington's NBC outlet WRC-TV. WTOP-TV, the CBS station, was chosen by 41.1 percent, and WMAL-TV, the ABC station, was picked by 12.3 percent.

Asked to indicate their three favorite news commentators, 33.2 percent chose the Huntley-Brinkley team; 29.2 percent voted for ABC's John Daly; and 22.8 percent listed Doug Edwards of CBS. Richard Harkness and Bryson Rash of NBC News, Washington, polled fourth and fifth, respectively. (Huntley and Brinkley are co-commentators on NBC-TV's "NBC News," 6:45 p.m., EDT, Mondays through Fridays).

(more)





Section 101.1

THE BOARD OF DIRECTORS OF THE CORPORATION HAS REVIEWED THE FINANCIAL STATEMENTS OF THE CORPORATION FOR THE YEAR ENDED DECEMBER 31, 1999, AND HAS FOUND THAT THE FINANCIAL STATEMENTS PRESENTED TO THE BOARD OF DIRECTORS ARE A TRUE AND FAITHFUL REPRESENTATION OF THE FINANCIAL POSITION OF THE CORPORATION AT THE END OF THE YEAR ENDED DECEMBER 31, 1999.

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To the question "Which television station or network gives you the most complete news coverage?" 48.9 percent of the lawmakers selected the NBC station, 38.3 picked the CBS outlet, and 11.9 voted for the ABC channel.

Commenting on the survey's results, William R. McAndrew, Director of NBC News, said: "Of course we are delighted to learn that the men who make many of the nation's key decisions prefer NBC for reliable up-to-the-minute, comprehensive television news.

"The confidence our legislators place in NBC News is bound to grow as we continue to intensify our coverage of the world in the years ahead.

"We now have the world's most comprehensive broadcast news-gathering service, with more than 400 reporters and cameramen reporting to NBC News from all points of the globe. And we are equipping our major bureaus at home and abroad with the fastest, most compact sound-camera systems available. This will enable NBC News to provide coverage from almost any place with speed, accuracy and completeness."

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NBC-New York, 9/25/57

In the present situation, it is necessary to have a clear understanding of the present situation and the future prospects of the country. The present situation is that the country is in a state of confusion and the future prospects are uncertain. It is necessary to have a clear understanding of the present situation and the future prospects of the country.

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# TRADE NEWS

September 26, 1957

## WHK COMPLETELY CARDS CLEVELAND BUSES IN 3-WEEK RADIO PROMOTION

In a saturation promotion, the first of its kind in the Cleveland market, Radio Station WHK has completely carded 30 local buses with the station's advertising matter.

Station WHK, which is represented nationally by NBC Spot Sales, has planned the promotion to cover a three-week period. The buses will be in operation on Cleveland's five major routes at all hours of the day and night. Exterior cards, carried on the sides of each vehicle, plug "News on the Spot While It's Hot," a reference to NBC's "Hot Line" service. Cards on the interior feature WHK personalities, including Bill Gordon, Dick O'Heren, Tom Brown, Bruce Charles, Ken Coleman, Tom Fletcher and Rudolph Ringwall, as well as NBC Radio's afternoon dramas, "Monitor" and the World Series.

The promotion was launched by an invitation to women listeners to call in for seat reservations on the station's "Wayward Bus," a regular Cleveland Transit system bus which took the ladies on a special excursion.

The station has contracted with the Cleveland Transit System for exterior cards on 800 buses every fourth week for 52 weeks. The eye-catching signs have black lettering on a background of orange-red and chartreuse fluorescent ink.

The promotion is part of a six-month, \$50,000 campaign during which funds are being allotted to bus cards and to newspaper advertising.

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FIVE ADVERTISERS PLACE \$300,000 IN NEW BILLINGS  
WITH 'TODAY' AND 'TONIGHT' IN 2-WEEK PERIOD

New business amounting to \$300,000 in gross billings has been placed with NBC-TV's TODAY and TONIGHT programs by five advertisers during the past two weeks, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

Advertisers placing the new orders, which call for a total of 58 participations on the two programs, and their agencies are:

The P.H. Hanes Knitting Company, through N.W. Ayer and Son, Inc., has ordered 40 participations on "Today" starting April 28, 1958.

The White Motor Company, through D'Arcy Advertising Company, Inc., has ordered six participations on "Today" scheduled between Oct. 10 and May 22, 1958.

Mystik Adhesive Products, Inc., through the George H. Hartman Company, has ordered three participations on "Today" between Nov. 9 and Dec. 16 and two participations on "Tonight" for Nov. 28 and Dec. 13.

The General Time Corporation, for its Westclox Division, through Batten, Barton, Durstine and Osborn, Inc., has ordered five participations on "Tonight" scheduled between Nov. 22 and Dec. 20.

L.C. Forman and Sons for Piccalilli, through C. Wendel Muench and Company, has ordered two participations on "Today" for Nov. 20 and Dec. 11.

"Today" is telecast Mondays through Fridays, NBC-TV network except WRCA-TV, 7-10 a.m., NYT, and on WRCA-TV, 7-9 a.m., NYT.

"Tonight" is telecast Mondays through Fridays from 11:15 p.m. to 1 a.m., NYT.

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THE ADVERTISING BUREAU 1900,000 IN THE UNITED STATES

WITH A FOREWORD BY THE EDITOR

THE ADVERTISING BUREAU OF THE UNITED STATES HAS BEEN

IN EXISTENCE SINCE 1900 AND HAS BEEN A LEADING FACTOR IN THE DEVELOPMENT

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# NBC COLOR TELEVISION NEWS

STEVE ALLEN SHOW TO BE COLORCAST WEEKLY STARTING OCT. 6;  
ANTHONY PERKINS, JOANNE DRU, XAVIER CUGAT ON GUEST LIST

THE STEVE ALLEN SHOW joins the NBC-TV parade of color with the telecast Sunday, Oct. 6 (8-9 p.m., NYT) and will be seen on a regular basis thereafter in both color and black and white, originating from the Colonial Theatre studio in New York City. It will be the first time this program has ever been telecast in color.

Guests on the first colorcast will be Anthony Perkins, Joanne Dru, Johnny Puleo and his Harmonica Rascals, Xavier Cugat and Abbe Lane.

Perkins, who will play one of the leads in the forthcoming Broadway production of "Look Homeward, Angel," will join Miss Dru, Miss Lane, Cugat and their host in a satire on adult Westerns in TV. Allen and Miss Dru will portray a squabbling husband and wife in another skit, with Steve as a know-it-all type who gets his come-uppance.

Musical numbers will include two specialties by the Harmonica Rascals, two by Cugat and Miss Lane and Perkins will sing his new RCA Victor recording, "First Romance."

Allen will do a sports roundup bit and his Man-in-the-Street sketch with regulars Louis Nye, Tom Poston and Don Knotts.

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NBC-New York, 9/26/57





LIVE TV BROUGHT ALL U.S. HISTORIC STORY  
OF FEDERAL TROOPS IN LITTLE ROCK

Live television yesterday (Sept. 25) brought the nation the historic story of the entrance of Negro students into Central High School, Little Rock, Ark., under the protection of Federal troops.

A pool operation involving the combined facilities of NBC-TV and CBS-TV handled the telecasts. During the day, NBC-TV viewers saw eight special cut-ins from Little Rock, beginning with the first at 10:54 a.m., EDT, and the last at 5:23 p.m., EDT.

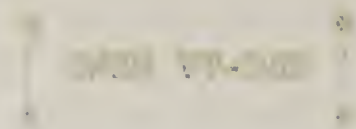
The history-making entry of the Negro students under the protection of 101st Airborne Division bayonets was shown in a cut-in from 11:20 a.m., EDT, to 11:26 a.m., EDT. Other telecasts throughout the day included shots of paratroopers deploying about the area to disperse crowds and interviews with the school's students.

In addition, NBC-TV's "NBC News" program at 6:45 p.m., EDT, carried a special live report from NBC correspondent Jack Chancellor in Little Rock summing up the day's activities.

NBC Radio brought its listeners special broadcasts on the integration crisis direct from Little Rock. NBC Radio's World News Roundup, News on the Hour, News of the World and Service at 30 also reported directly from the scene.

NBC-TV's "Today" show went to Little Rock three times yesterday for on-the-spot telecasts from correspondent Frank McGee.

(more)



THE HISTORY OF THE UNITED STATES  
OF AMERICA

The history of the United States is a story of the growth of a nation from a small colony to a great power. It is a story of the struggles of the people to create a government that would protect their rights and promote their welfare. The story begins with the first settlers who came to the New World in search of a better life. They found a land of opportunity, but also a land of hardship. They had to fight for their survival against the elements and the native Americans. Over time, they grew in number and in power. They established a government that was based on the principles of liberty and justice for all. This government was the first of its kind in the world. It was a government that was created by the people and for the people. It was a government that was based on the consent of the governed. This government was the foundation of the United States. It was the beginning of a new nation. The story of the United States is a story of the growth of a nation from a small colony to a great power. It is a story of the struggles of the people to create a government that would protect their rights and promote their welfare. The story begins with the first settlers who came to the New World in search of a better life. They found a land of opportunity, but also a land of hardship. They had to fight for their survival against the elements and the native Americans. Over time, they grew in number and in power. They established a government that was based on the principles of liberty and justice for all. This government was the first of its kind in the world. It was a government that was created by the people and for the people. It was a government that was based on the consent of the governed. This government was the foundation of the United States. It was the beginning of a new nation.

Reaction reports from overseas capitals were broadcast over NBC Radio by correspondents Irving R. Levine (Moscow), Leif Eid (Paris) and Don Klein (Tokyo).

NBC's Little Rock affiliate -- KARK-TV -- used one of its mobile units at Central High School in cooperation with CBS-TV teams to cover the story.

An unusual communications hook-up operated behind the television coverage. Because CBS' telephone communications broke down between New York and Little Rock, NBC relayed cues to the CBS-New York control room. Here's the way it worked:

NBC correspondent Jack Chancellor, parked at the mobile unit close to the CBS unit at the school in Little Rock, got cues from the CBS staff. Chancellor gave the information over the NBC telephone to Sam Sharkey, Editor of NBC News, in New York. Sharkey gave the cue to William R. McAndrew, Director of NBC News. McAndrew relayed this over another phone to John Day, Editor of CBS News, in the CBS control room in New York.

-----O-----

NBC-New York, 9/26/57



Reaction reports from various sources were obtained over

the radio by correspondents Irving L. Berlin (NBC) and

(TVA) and Ben Klein (TVA).

NBC's Little Rock affiliate -- KARK-TV -- was one of the

radio units at Central High School in cooperation with KARK-TV

to cover the story.

An official communication regarding the radio

vision coverage. Because this assignment was made

between New York and Little Rock, and assigned them to the New York

control room. Little Rock was at Little

1960 correspondent Jack Chomel, partner in the radio

unit along to the unit with an eye on the Little Rock, and

from the CBS staff. Chomel has the information over the

telephone to New York, Editor of New York, in New York, and

has the one to William R. Schreyer, Director of New York, and

related this over another phone to New York, Editor of New York, in

the CBS control room in New York.

Continued

NBC-200 New York, 2/27/68

CREDITS FOR THE ALAN MILLER FILM UNIT PRODUCING 'SUSPICION' ON NBC-TV

(Individual credit sheets have been released on the other two units producing the live and other filmed shows in the series)

TIME: NBC-TV, Mondays, 10-11 p.m., NYT.

STARTING DATE:  
(for entire "Suspicion" series): Sept. 30, 1957

FORMAT: Stories selected for their ability to "fascinate, mystify and suspend" the viewer.

CAST: Stars of television, motion pictures and the stage in leading roles with prominent players featured.

HOST: Dennis O'Keefe

EXECUTIVE PRODUCER: Alan Miller

PRODUCERS: Frank P. Rosenberg, Richard Lewis, William Frye and others.

DIRECTORS: James Neilson, John Brahm, Don Weiss, Herschel Daugherty and others.

WRITERS: Famous authors' works will be adapted by leading television dramatists who will also write originals for the series.

THEME MUSIC: "Suspicion" by Dave Kahn, Melvyn Lenard and Bob Russell.

(more)

RECEIVED FOR THE ARMY MILITARY UNIT PRODUCTION: RECEPTION: ON 08-07

(Individuals) would also have been included in the other  
the order including the live and other films shown in  
the series)

WBC-TV, Monday, 10-11 p.m., 1957

TIME:

STARTING DATE:  
(For other "series")  
series)

Serial 10, 1957

Series started for this series in  
"series", weekly and monthly, the  
series.

FORMAT:

Series of television, motion pictures and  
the series in leading roles with  
movement of series featured.

CAST:

Series of series

CAST:

Series of series

EXECUTIVE PRODUCER:

Series of series, Richard L. L.

PRODUCERS:

Series of series and others.

Series of series, John L. L., John L. L.

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(Series)

2 - Credits for 'Suspicion'

SPONSORS: Philip Morris Cigarettes; The Ford  
Division of the Ford Motor Company.

AGENCIES: J. Walter Thompson Company for the  
Ford Motor Division; and N.W. Ayer  
and Son, Inc., for Philip Morris.

ORIGINATION: On film from Hollywood.

NBC PRESS REPRESENTATIVES: George Norford (New York).  
Bob Bowen (Hollywood).

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NBC-New York, 9/26/57







## FEATURE

September 26, 1957

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| THEME MUSIC ON NBC-TV |
|-----------------------|

(Following is a list of the theme music used for NBC-TV Network programs. Additions and revisions will be made from time to time.)

THE ALCOA THEATRE - A TURN OF FATE -- "The Alcoa Theme," by Leon Klatzkin.

THE ARLENE FRANCIS SHOW -- "Arlene," by Don Voegeli.

THE BOB CUMMINGS SHOW -- "A Romantic Guy I," by Frank Stanton.

THE BOB HOPE SHOW -- "Thanks for the Memory," by Ralph Rainger and Leo Robbin.

BRIDE AND GROOM -- "Some Day, Somewhere," published by Music Workshop.

THE CALIFORNIANS -- "I've Come to California," by Harold Adamson and Harry Warren.

CAPTAIN GALLANT OF THE FOREIGN LEGION -- "Captain Gallant" - original music by Guy Luypaerts.

CAVALCADE OF SPORTS -- "Look Sharp March," by Mahlon Merrick.

DETECTIVE'S DIARY -- "Motor Music," by Astley.

DINAH SHORE'S CHEVY SHOW -- "See the U.S.A."

DRAGNET -- "Dragnet Theme," by Walter Schumann.

THE EDDIE FISHER SHOW STARRING EDDIE FISHER WITH GEORGE GOBEL -- "As Long As There Is Music," by Jule Styne and Sammy Kahn.

(more)



2 - Theme songs

FATHER KNOWS BEST -- "Waiting," by Don Ferris and Irving Friedman.

THE FORD SHOW - "Bless Your Pea Pickin' Heart," by Harry Geller.

FURY -- "Fury," by Newman and Gold.

THE GEORGE GOBEL SHOW STARRING GEORGE GOBEL WITH EDDIE FISHER --

"Gobelues," by John Scott Trotter.

THE GISELE MacKENZIE SHOW -- "Gisele," by Phil Baker and Sid Silvers.

THE HALLMARK HALL OF FAME -- "Dream of Olwen," by Williams.

THE HOWARD MILLER SHOW -- "Let's Relax," by Caesar Giovannini and

Wayne Robinson.

HOWDY DOODY -- "It's Howdy Doody Time," by Kean and Smith.

IT COULD BE YOU -- "Who?" by Kern, Hammerstein and Harbach.

THE JANE WYMAN SHOW -- "Jane Wyman (main title theme)," by Stanley

Wilson.

KRAFT TELEVISION THEATRE -- "We the People," by Peter York (opening).

"Starlight" (between acts). "Music of

Manhattan" (closing).

THE LIFE OF RILEY -- "The Life of Riley," by Alfred Goodman.

THE LORETTA YOUNG SHOW -- "Nude Descending Staircase," by Henri Rene.

MEET McGRAW -- "One For My Baby," by Johnny Mercer and Harold Arlen.

MODERN ROMANCES -- "Romantic Rhapsody," by Chapel.

M SQUAD -- "M Squad Title Music," by Stanley Wilson.

MY FRIEND FLICKA -- "My Friend Flicka," by Alfred Newman.

NBC MATINEE THEATER -- "Matinee," by Truman and Kenny.

NBC NEWS -- "March of Transportation," by Shaindlin.

THE NAT "KING" COLE SHOW -- "Shadow Waltz," by Harry Warren and "Mona

Lisa," by Livingston and Evans.

THE ORIGINAL AMATEUR HOUR -- "There's No Business Like Show Business,"

Irving Berlin.

(more)



TOGETHER KNOWS BEST -- "WALLING," BY DON WATTS AND LYDIA WATTS.

THE ROAD SHOW -- "MISS YOU FOR FORTH," BY HENRY GILBERT.

WANT -- "PITY," BY WILSON AND GILBERT.

THE GEORGE GIBBS AND STANFORD BROWN WITH GILBERT GIBBS --

"Gibbs," BY JOHN ROBERT THOMAS.

THE GIBBS MEMORIAL SHOW -- "GIBBS," BY JOHN ROBERT AND LID GIBBS.

THE HALLMARK HALL OF FAME -- "GIBBS OF GIBBS," BY WILLIAM.

THE HOWARD ALLEN SHOW -- "GIBBS GIBBS," BY GILBERT GIBBS AND

WATTS GIBBS.

HOPPY GOODY -- "IT'S HOPPY GOODY TIME," BY JOHN AND GILBERT.

IT COULD BE YOU -- "WANT," BY JOHN ROBERT THOMAS AND WATTS.

THE JANE WATTS SHOW -- "JANE WATTS (WITH GILBERT GIBBS)," BY GILBERT.

WATTS.

WANT THOMAS THOMAS -- "THE PEOPLE," BY JOHN ROBERT (GILBERT).

"Gibbs" (GILBERT GIBBS), "WATTS" (GILBERT GIBBS).

"Gibbs" (GILBERT GIBBS).

THE LIFE OF GIBBS -- "THE LIFE OF GIBBS," BY GILBERT GIBBS.

THE MORRIS WATTS SHOW -- "WATTS MEMORIAL GIBBS," BY JOHN ROBERT.

WATTS WATTS -- "ONE FOR GIBBS," BY JOHN ROBERT AND HAROLD ALLEN.

WATTS ROMANCES -- "ROMANCE ROMANCES," BY GILBERT.

WATTS -- "WATTS ROMANCES," BY GILBERT GIBBS.

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WATTS ROMANCES.

(GILBERT)

### 3 - Theme songs

PEOPLE ARE FUNNY -- "People Are Funny," by Bill Bates.

THE PEOPLE'S CHOICE -- "The People's Choice," by Lou Kisloff and Ralph Freed.

THE PERRY COMO SHOW -- "Dream Along With Me" - opening

"You're Never Far Away" - closing (both songs  
by Robert Allen and Allen Roberts.)

THE POLLY BERGEN SHOW -- "The Party's Over," by Jule Styne (closing)

THE PRICE IS RIGHT -- "Sixth Finger Tune"

THE RESTLESS GUN -- "Restless Gun," by Mort Greene, Dave Kahn and  
Melvyn Lenard.

SABER OF LONDON -- "Saber of London," by Alber Elms.

SALLY -- "Autumn Silhouettes," by Leo Shuken.

THE STEVE ALLEN SHOW -- "Scum Dum," opening and "Impossible," closing  
- both composed by Steve Allen.

SUSPICION -- "Suspicion," by Dave Kahn, Melvyn Lenard and Bob Russell.

TALES OF WELLS FARGO -- "Tales of Wells Fargo," by Mort Greene, and  
Stanley Wilson.

THE TEX AND JINX SHOW -- "Manhattan," by Richard Rodgers.

THE THIN MAN -- "The Thin Man Theme," by Johnny Green.

THIS IS YOUR LIFE -- "This Is Your Life," by Alexander Laszlo.

TIC TAC DOUGH -- "Tic Tac Dough," by Paul Taubman and Carl Sigman.

TODAY -- "Sentimental Journey," by T.R. Green, Brown and Homer.

TREASURE HUNT -- "On With the Show," by George Brackman.

TRUE STORY -- "Opening Panoramic" (opening). "Blue Mink" (closing).

TRUTH OR CONSEQUENCES -- "Merrily We Roll Along" and "Good Night  
Ladies," both by Ivan Ditmars.

(more)

THEY ARE THE "People's Party" of the West.

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THEY ARE THE "People's Party" of the West.

4 - Theme songs

TWENTY ONE -- "Twenty-One," by Paul Taubman.

WAGON TRAIN -- "Wagon Train," by Henri Rene and Bob Russell.

WIDE WIDE WORLD -- "The Theme from Wide Wide World," by David  
Broekman.

YOU BET YOUR LIFE -- "Somebody Like You," by Myers and Tobias.

YOUR HIT PARADE -- "So Long for a While," by Irving Chansky.

YOUTH WANTS TO KNOW -- "Homage March," by Grieg.

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NBC-New York, 9/26/57







# TRADE NEWS

## NBC TRADE NEWS

### LEHN AND FINK TO SPONSOR SEGMENT OF 'BRIDE AND GROOM' PROGRAM

Lehn and Fink Products Corp. has purchased the first quarter-hour segment of NBC-TV's BRIDE AND GROOM (Monday through Friday, 2:30-3 p.m., NYT) on alternate Thursdays starting Nov. 14, it was announced today by William R. (Billy) Goodheart Jr., Vice President, Television Network Sales, for the National Broadcasting Company.

The order, for the advertiser's Lysol, will run for 52 weeks and was placed through McCann-Erickson, Inc., advertising agency.

Earlier, Lehn and Fink placed a 52-week order for an alternate-Thursday quarter-hour segment of TRUTH OR CONSEQUENCES.

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NBC-New York, 9/27/57



THE NRC HAS REVIEWED THE INFORMATION PROVIDED BY THE APPLICANT AND HAS

CONCLUDED THAT THE INFORMATION PROVIDED BY THE APPLICANT IS SUFFICIENT TO  
 SUPPORT THE APPLICANT'S REQUEST FOR A LICENSE TO CONDUCT THE PROPOSED  
 RESEARCH. THE NRC HAS REVIEWED THE INFORMATION PROVIDED BY THE APPLICANT  
 AND HAS CONCLUDED THAT THE INFORMATION IS SUFFICIENT TO SUPPORT THE  
 APPLICANT'S REQUEST FOR A LICENSE TO CONDUCT THE PROPOSED RESEARCH.

THE NRC HAS REVIEWED THE INFORMATION PROVIDED BY THE APPLICANT AND HAS  
 CONCLUDED THAT THE INFORMATION IS SUFFICIENT TO SUPPORT THE APPLICANT'S  
 REQUEST FOR A LICENSE TO CONDUCT THE PROPOSED RESEARCH. THE NRC HAS  
 REVIEWED THE INFORMATION PROVIDED BY THE APPLICANT AND HAS CONCLUDED  
 THAT THE INFORMATION IS SUFFICIENT TO SUPPORT THE APPLICANT'S REQUEST  
 FOR A LICENSE TO CONDUCT THE PROPOSED RESEARCH.

2007-07-07 10:00:00



September 27, 1957

EGYPT'S PRESIDENT NASSER, IN NBC EXCLUSIVE FILMED INTERVIEW,  
DISCLOSES HE LEARNED RADIO AND TV TECHNIQUES FROM NBC  
NEWSMAN WILSON HALL, FORMER CAIRO CORRESPONDENT

Egypt's President Nasser revealed during an exclusive NBC filmed interview in Cairo this week that he learned the techniques of radio and television presentation from former NBC Cairo correspondent Wilson Hall.

President Nasser was interviewed at his home by NBC's Middle East Bureau Chief, Welles Hangen, and Wilton Wynn, Cairo Bureau Chief of the Associated Press. NBC cameraman Hank Toluzzi filmed the 90-minute interview, the first since the Syrian crisis broke over the Middle East.

Highlights of the Egyptian leader's analysis of the Middle East situation and Egyptian-American relations were carried exclusively on NBC Radio and NBC-TV's "Today" program today (Friday, Sept.27).

As the interview was being set up, President Nasser asked Hangen about Wilson Hall, who was stricken with an illness while heading up the Cairo Bureau. Told that Hall was now back on the New York news staff, after a successful recovery, Nasser smiled and expressed gratification.

(more)





"He's a nice man," Nasser said, referring to Hall. "He taught me to speak on radio and television without reading from a blackboard the way I used to do. That was much too stiff.

"Hall asked me to try, just once, speaking without any script. I did and from that time I've felt at home before TV cameras."

Hangen reported that Nasser also inquired about Wilson's wife Lee, who worked with her husband in the Cairo Bureau, and has since joined him at NBC News in New York.

Egypt's president listened attentively to last-minute technical instructions from Toluzzi before the interview opened. Frequently during the interview Nasser asked Toluzzi and cameraman Farhad Bayat, "Is my voice right?" and "Which way do you want me to face for this question?" According to Hangen, he showed he had acquired considerable knowledge of the mechanics of TV journalism. During the long session Nasser was relaxed and smiling. He laughed frequently and appeared to enjoy talking with the American newsmen and cameramen, Hangen said.

After the interview, cameraman Toluzzi remarked that President Nasser was the most patient and understanding subject he had seen in 20 years of film work.

\* \* \*

During the exclusive NBC interview, Nasser said he would be willing to talk to President Eisenhower in an effort to ease Middle East tension if President Eisenhower would initiate the request for the meeting.

(more)



Nasser reaffirmed his alliance with Syria, and said he was "sure" that none of Syria's present leaders were Communists, and that Syria would never "fall under foreign control."

As for Egypt, Nasser declared that his country was adopting a "capital system" and that "we are against Communism here in Egypt." However, he spoke favorably of the Soviet Union, and called attention to the help Egypt had received from the Russians.

-----O-----

NBC-New York, 9/27/57





Attention, Sports Editors

AVERAGE DAILY TOTAL OF 39,000,000 EXPECTED TO WATCH  
WORLD SERIES DURING TELECASTS ON NBC-TV

Since the first World Series in 1903, 11,526,340 people have trooped out to numerous ball parks to attend Series games. Almost four times that number will be watching the New York Yankees and Milwaukee Braves when NBC-TV begins its 1957 World Series coverage Wednesday, Oct. 2 (12:45 p.m., NYT).

Games one and two, plus six and seven (if necessary) at New York's Yankee Stadium will be televised in color as well as black and white. The Fall classic also will be broadcast by NBC Radio.

About 180 TV stations in the United States will carry the Series telecasts. The games also will be seen in Canada and Cuba. The telecasts will be sent live to Cuba via the recently developed over-the-horizon microwave relay.

According to NBC estimates, an average daily audience of 39,000,000 in the U.S. is expected to view each game, and 75,000,000 different viewers will see some part of the Series if it follows the pattern of 1955 and 1956 by going the maximum seven games. Both figures are for at-home audiences only and do not include gatherings in public places. Approximately 68,900,000 saw some of last year's Series on home receivers.

The peak viewing day would be for the Sunday, Oct. 6 game from Milwaukee's County Stadium, when an estimated 24,500,000 homes and 61,000,000 viewers are expected to tune in. Telecast time for the games in Milwaukee (numbers three, four and, if necessary, five) will be 2:45 p.m., NYT.

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NBC-New York, 9/27/57





GENERAL HALL PRESENTS SPECIAL AWARD TO BOB CUMMINGS  
FOR OUTSTANDING AID TO AIR FORCE RESERVE

Bob Cummings was accorded a high honor today when Lt. Gen. William E. Hall, Commander, Continental Air Command, presented him with an award on behalf of the U.S. Air Force in recognition of his many services for the Air Force Reserve during the past year.

The star of NBC-TV's BOB CUMMINGS SHOW (Tuesdays, 9:30 p.m., NYT) gave of his time and talents in making promotional radio and TV announcements encouraging enlistment in the service and also set the theme of several episodes of his TV series around the Air Force Reserve training program.

The special award presented by Gen. Hall is an eight-day Swiss desk or mantle clock with a gold base, and a bronze plaque set in the face. The inscription on the plaque reads: "This award is presented to Bob Cummings for his outstanding efforts in furthering public understanding and appreciation of the Air Force Reserve. 1957."

He was christened Robert Clarence Robert Orville Cummings -- the Orville for pioneer aviator Orville Wright -- and started taking flying lessons during his early teens. His mother was his first passenger, and since then he has had 6,000 official hours in the air. During World War II he was an instructor in the U.S. Air Corps. He recently received an honorary commission as colonel in the Air National Guard. Cummings flew from Hollywood to New York in his own Beechcraft twin-engine plane to accept the award during a press reception tendered him by NBC.

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NBC-New York, 9/27/57







# NBC COLOR TELEVISION NEWS

## NBC COLOR TELECAST SCHEDULE

Oct. 6 - 12 All Times EDT

### Sunday, Oct. 6

6:30-7 p.m. -- MY FRIEND FLICKA.

8-9 p.m. -- THE STEVE ALLEN SHOW -- Steve's guests are Johnny Puleo, Tony Perkins, Xavier Cugat, Abbe Lane and Joanne Dru.

### Monday, Oct. 7

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER (Program will be preempted if World Series baseball game is played.)

7:30-8 p.m. -- THE PRICE IS RIGHT -- With emcee Bill Cullen.

### Tuesday, Oct. 8

1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.

3-4 p.m. -- NBC MATINEE THEATER -- "Jane Eyre," starring Joan Elan, Patricia McNee, Isobel Elsom, Marcia Henderson, Tita Purdom.  
(FILM)

8-9 p.m. -- THE GEORGE GOBEL SHOW STARRING GEORGE GOBEL WITH EDDIE FISHER. Tonight's guests Tallulah Bankhead, Shirley Harmer, Jeff Donnell, Vincente Gomez, Barbara Bostock, Johnnie Mann Singers.

(more)



## 2 - NBC Color Telecast Schedule

### Wednesday, Oct. 9

- 12:45 p.m. to conclusion -- WORLD SERIES BASEBALL GAME (if sixth game is necessary)
- 1:30-2:30 p.m. -- THE HOWARD MILLER SHOW (preempted if World Series game played)
- 3-4 p.m. -- NBC MATINEE THEATER (preempted if World Series game is played).
- 9-10 p.m. -- KRAFT TELEVISION THEATRE -- "Smart Boy," starring Skip Homeier with special guest star Ed Begley.

### Thursday, Oct. 10

- 12:45 p.m. to conclusion -- WORLD SERIES GAME (if seventh game is necessary)
- 1:30-2:30 p.m. -- THE HOWARD MILLER SHOW (Program preempted if World Series Game is played)
- 3-4 p.m. -- NBC MATINEE THEATER (Program preempted if World Series Game is played)
- 7:30-8 p.m. -- TIC TAC DOUGH -- Emcee Jay Jackson.
- 10-10:30 p.m. -- THE LUX SHOW STARRING ROSEMARY CLOONEY -- Guests are Edward Everett Horton, The Modernaires with Paula Kelly.

### Friday, Oct. 11

- 1:30-2:30 p.m. -- THE HOWARD MILLER SHOW.
- 3-4 p.m. -- NBC MATINEE THEATER -- "Second Hand Lover," starring Gene Raymond and Patricia Morison.

### Saturday, Oct. 12

- 8-9 p.m. -- THE PERRY COMO SHOW -- Perry's guests are Red Buttons, Ann Sothern, The Bobettes and Japanese actresses Miyoshi Umeki and Miiko Taka.
- 10:30-11 p.m. -- YOUR HIT PARADE -- With vocalists Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland.

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NBC-New York, 9/27/57





LEONARD BERNSTEIN'S "MUSICAL JOURNEY" TO ISRAEL AND EUROPE  
WILL BE FILMED FOR TELECAST ON "OMNIBUS"

A "musical journey" by Leonard Bernstein to Israel and through Europe will be filmed for presentation on OMNIBUS.

He starts his trip today when he enplanes for Tel Aviv, Israel, where he has been invited to conduct a series of concerts dedicating the new Frederick R. Mann Concert Hall. Among others who will perform are Artur Rubinstein, Gregor Piatagorsky and Isaac Stern.

Bernstein's trip, which will take several weeks, also will include a vacation tour through Europe. He will be accompanied by his wife, actress Felicia Montealegre, and by motion-picture cameraman Richard Leacock, who will record Bernstein's tour and performances on film.

The musical journey will be presented in November, the date to be announced, on "Omnibus," which is produced by Robert Saudek Associates and telecast on NBC-TV (on alternating Sundays, starting Oct. 20, 4-5:30 p.m., NYT), under sponsorship of Aluminum Limited and Union Carbide Corporation.

Bernstein has demonstrated his talents as composer, conductor, pianist and television entertainer in a number of "Omnibus" appearances over the past five years. He wrote the music for the "West Side Story," which opened on Broadway last night and has been greeted by the critics as a "profoundly moving show" and a "splendid and super-modern musical drama."

Leacock filmed such "Omnibus" features as "Toby and the Tall Corn" and "How the F-100 Got Its Tail." He was also cameraman for the Robert Flaherty film, "Louisiana Story."

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CREDITS FOR 'COURT OF LAST RESORT' ON NBC-TV

DATE: Fridays, 8-8:30 p.m., NYT

STARTING DATE: Friday, Oct. 4, 1957

EXECUTIVE PRODUCER: Jules C. Goldstone

PRODUCER: Elliott Lewis

DIRECTORS: Tom Gries

Peter Godfrey

John Meredyth Lucas

James Sheldon

FILM EDITOR: Sherman Todd

SCRIPT EDITOR: Robert A. Klein

ART DIRECTOR: Leslie Thomas

PRODUCED BY: Walden Productions, Inc., in association  
with Paisano Productions

SPONSOR: P. Lorillard, makers of Old Gold  
Cigarettes

AGENCY: Lennen and Newell, Inc.

CAST:

Lyle Bettger.....as Sam Larsen

Paul Birch.....as Erle Stanley Gardner

Charles Meredith.....as Dr. LeMoyne Snyder

Robert H. Harris.....as Raymond Schindler

Carleton Young.....as Harry Steeger

John Launer.....as Marshall Houts

John Maxwell.....as Alex Gregory

Robert Anderson.....as Park Street, Jr.

(more)



THE UNITED STATES DEPARTMENT OF THE INTERIOR

WASHINGTON, D. C.

OFFICE OF THE SECRETARY

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2 - Credits for 'Court of Last Resort'

FORMAT:

Dramas based on actual cases investigated by the Court of Last Resort, the famous committee of crime detection experts founded by Erle Stanley Gardner and Harry Steeger and dedicated to freeing wrongfully convicted prisoners.

NBC PRESS REPRESENTATIVES: Bob Brown, New York

Ted Switzer, Hollywood.

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NBC-New York, 9/27/57

REPORTS FROM THE AMERICAN MEDICAL ASSOCIATION  
ON THE STATE OF THE MEDICAL PROFESSION  
IN THE UNITED STATES  
FOR THE YEAR 1916  
PUBLISHED BY THE AMERICAN MEDICAL ASSOCIATION  
535 N. Dearborn St., Chicago, Ill.  
1917


THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION  
PUBLISHED WEEKLY  
CHICAGO, ILL., U.S.A.  
1917

Copyright, 1917, by American Medical Association

Subscription price, \$5.00 per annum in advance



# TELEVISION NEWS

A SERVICE OF 

September 30, 1957

ARDENT SPOKESMEN FOR BOTH SIDES OF SCHOOL INTEGRATION PROBLEM  
TO PARTICIPATE IN SPECIAL ONE-HOUR REPORT ON NBC-TV'S "TODAY"

The special one-hour report on the nation's school integration problem to be presented by NBC-TV's TODAY show Wednesday, Oct. 2 will include a number of different shades of opinion, ranging from ardent segregationists to ardent integrationists.

"Today" producer Jac Hein said the program will open with a "live" telecast from Little Rock, Ark., where one of the Negro students now attending Central High School will be interviewed.

Following that will be "live" and filmed reports and interviews which will underline the integration problems in the North as well as the South.

This will include a filmed report from Harris County, Ga., where "Today" reporter Joe Michaels spent one week exploring the attitude of a typical deep Southern rural county toward integration. (His conclusion: "No visible sentiment for integration.")

Also on the program will be Lillian Smith, a Southern novelist; Ernest Angell, chairman of the board of the Civil Liberties Union; Prof. Ely Ginzberg of Columbia University, an expert on Southern economics; columnist Bill Baggs of the Miami (Fla.) Daily News; and the Rev. Theodore Braun of Henderson, Ky., who helped turn back school segregationists in his community last year.

(more)





"Today" also is seeking one of the important segregation leaders in the South as a spokesman for that group. The program's staff has been trying to contact Sen. Richard B. Russell of Georgia to see if he will be available.

The special one-hour report actually will be televised twice: once between 7-8 a.m., NYT, and again from 9-10 a.m., NYT. The first hour of the three-hour "Today" program is seen in the East, and the final hour in the West.

Some of the expected highlights of the report:

Novelist Lillian Smith, whose books about the South include the controversial novel about miscegenation, "Strange Fruit," will discuss the effect Southern attitudes about segregation had on her during her childhood in the South.

Columnist Bill Baggs, of the Miami (Fla.) Daily News, will explore the attitudes and temperament of the South toward the Negro and integration, and why the South feels as it does.

Ernest Angell, the Civil Liberties Union board chairman, is a Constitutional lawyer, and will confine his discussion mostly to the legal aspects of integration -- especially the problem of state's rights vs. federal powers.

Prof. Ely Ginzberg of Columbia, who is co-author of "The Negro Potential," is an expert on Southern economy and will venture his opinions on whether it has affected integration.

The Rev. Theodore Braun is a United Zion Church minister in Henderson, Ky., and was one of the leaders who last year helped quell the violence resulting when segregationists opposed the integration of schools in his community.

(more)

"Today" also is working out of the important suggestion  
leaders in the field as a movement for that group. The program  
effort has been trying to convince them. Richard B. Russell of Georgia  
is not in the field in this.

The program of the day is actually with the program  
program. The program is 7-8 a.m., 11 a.m., and again from 2-4 p.m., 7-8 p.m.  
the first hour of the three-hour "Today" program is held in the field.  
and the first hour in the field.

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3 - 'Today'

Lester B. Granger, executive director of the National Urban League, will comment on the position of the Negro in the North, and will deliberate the question of whether the Northerner has any right to condemn the South for its resistance to integration.

("Today" is telecast Monday through Friday 7-10 a.m., NYT, on the NBC-TV Network, except WRCA-TV; WRCA-TV only, 7-9 a.m., NYT.)

-----O-----

NBC-New York, 9/30/57



Robert B. Granger, Executive Director of the National Urban

League, will comment on the location of the Negro in the North, and  
will discuss the question of whether the Northman has any right  
to demand the Negro for its assistance in integration.

(Today's program begins through 7-10 a.m., WNY.

on the NBC-TV network, except WMA-TV; WMA-TV only, 7-9 a.m., WNY.)

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WMA-TV, 7-9 a.m.



## TRADE NEWS

September 30, 1957

300 KEY ADVERTISING EXECUTIVES SEE NBC-TV'S SPECIAL CELLOMATIC PRESENTATION, 'THE PICTURE OF NETWORK TELEVISION: 1957-58'

A special Cellomatic presentation, "The Picture of Network Television: 1957-58," was shown today by NBC-TV to approximately 300 key advertising executives assembled in Chicago's Sheraton-Blackstone Hotel.

Network officials at the showing included Robert W. Sarnoff, President; Robert E. Kintner, Executive Vice President, Television Programs and Sales; and Don Durgin, Vice President, Television Sales Planning. Mr. Durgin gave the presentation.

"The Picture of Network Television: 1957-58" highlighted the outstanding advances NBC-TV programming has achieved in audience performance since the beginning of the new 1957-58 season.

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# NBC RADIO NETWORK NEWS

September 30, 1957

## 'THREE STAR EXTRA' OBSERVES TENTH ANNIVERSARY ON NBC RADIO

Ten years ago today the Sun Oil Company launched THREE STAR EXTRA on the NBC Radio network as "a newspaper of the air" dedicated -- in the words of Board Chairman J.N. Pew Jr. -- "to truthful, clean, wholesome news, intelligently presented without bias or favoritism."

"Three Star Extra" -- broadcast Mondays through Fridays, 6:45-7 p.m., NYT -- is prepared and voiced by specialists in every field of news and special events.

"There is not a man on our team with less than 15 years experience in the news business," says Ray Henle, the program's editor-in-chief. "Most of us have been at it more than 20 years. We have our own staff of full-time reporters and we present the facts -- not opinions."

The program's experts include Ned Brooks, national affairs editor; Felix Morley, on German, French and Russian affairs; David Wills, on British affairs; Gerald Waring, on Canadian news; Edward Tomlinson, on Latin America, and George Salerno, resident correspondent in London. In addition, Hazel Markel, Jim Simpson, Caspar

(more)





Nannes, John Barnes and Watson Davis -- all based in Washington -- cover, respectively, women's news, sports, religion, military affairs and science.

One of the best known contributors to "Three Star Extra" is labor reporter Victor Riesel, whose hard-hitting reports cost him his eyesight in an acid-throwing attack last year.

Key man in the preparation of broadcasts is managing editor Fred Morrison. He coordinates the work of the staff and handles special assignments on the air.

Painstaking digging by reporters long familiar with Washington and the world capitals has given the program a number of outstanding news beats.

-----O-----

NBC-New York, 9/30/57



NBC-TV NEWS

CREDITS FOR THE OCT. 5 'DEAN MARTIN SHOW' COLORCAST ON NBC-TV

TIME: NBC-TV, Saturday, Oct. 5, 10-11 p.m.,  
NYT colorcast.

STAR: Dean Martin

SPECIAL GUEST STARS: Louis Prima and Keely Smith

GUEST STARS: James, Pamela and Portland Mason, Joel  
Grey, Sam Butera and the Witnesses.

PRODUCER-WRITER: Cy Howard

DIRECTOR: Joseph Tinney

MUSIC DIRECTOR: Henri Rene

ART DIRECTOR: Jay Krause

COSTUMES: Campe

TECHNICAL DIRECTOR: Claire McCoy

SPONSOR: The National Carbon Co. (Prestone Anti-  
Freeze)

AGENCY: William Esty and Co.

ORIGINATION: NBC Color City Studios, Burbank, Calif.

NBC PRESS REPRESENTATIVES: Joe Bleeden (Hollywood); Joe Mehan (New  
York)

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NBC-New York, 9/30/57





CREDITS FOR 'TALES OF WELLS FARGO' ON NBC-TV

TITLE: "TALES OF WELLS FARGO"

TIME: Mondays, 8:30 p.m., NYT.

SEASON'S PREMIERE DATE: Sept. 9, 1957

ORIGINAL STARTING DATE: March 18, 1957

STAR: Dale Robertson as Wells Fargo agent  
Jim Hardie.

CAST: Varies each week.

PRODUCER: Nat Holt

DIRECTOR: Earl Bellamy

STORY CONSULTANT: Frank Gruber

WRITERS: Various

DIRECTOR OF PHOTOGRAPHY: Ellis Thackery, A.S.C.

ART DIRECTOR: Martin Obzina

EDITORIAL SUPERVISOR: Richard G. Wray, A.C.E.

FILM EDITOR: John Hall

MUSIC SUPERVISOR: Stanley Wilson

THEME MUSIC: "Tales of Wells Fargo" by Stanley  
Wilson and Mort Greene.

ASSISTANT DIRECTOR: James Hogan

SOUND: David Moriarity

WARDROBE SUPERVISOR: Vincent Dee

(more)



2 - Credits - 'Tales of Wells Fargo'

SPONSORS AND AGENCIES:                      Pall Mall cigarettes, through Sullivan  
                                                                                 Stauffer, Colwell and Bayles, Inc. and  
                                                                                 the Buick Division of General Motors  
                                                                                 Corp., through Kudner Agency, Inc.

NBC PRESS CONTACT:                              Kay Mulvihill, Hollywood  
                                                                                 Walter Kempley, New York

FILMED BY:                                              Revue Productions for Overland  
                                                                                 Productions, Inc.

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NBC-New York, 9/30/57



